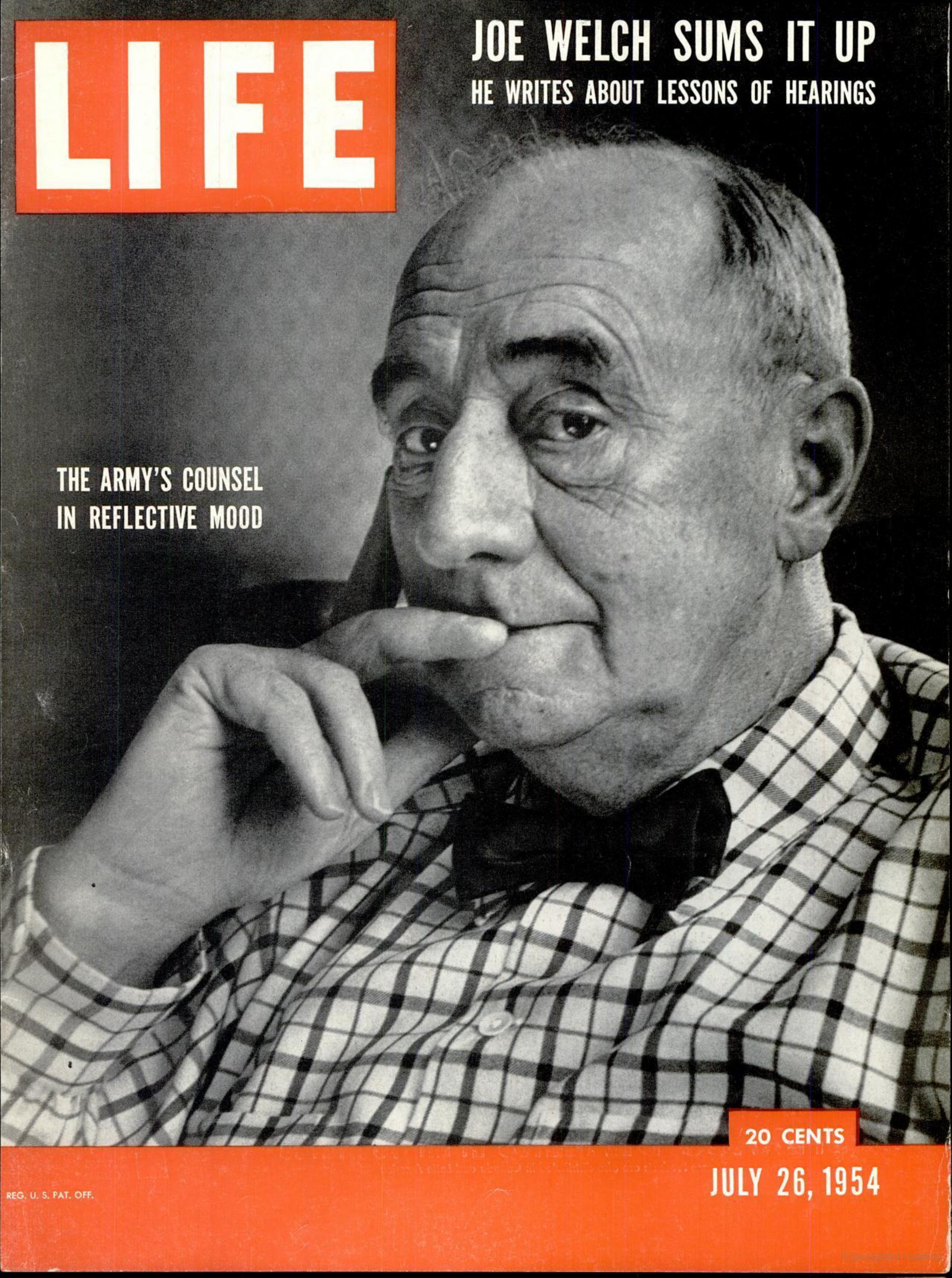


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HE WRITES ABOUT LESSONS OF HEARINGS

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SPEAKING OF PICTURES . . .

. . . Cigaret cards were 1880s' pin-ups

In the late 1880s the racy gallery shown here was a national favorite. The American pastime was saving cigaret coupons and exchanging them for gaudy picture cards put out by tobacco companies. Today, all but forgotten, this album is a collectors' item. It is reproduced from a copy owned by Charles Lowenson, a New Yorker who has been collecting cigaret cards for 68 of his 78 years. Titled *Sporting Girls*, the gallery is also a quaint reminder of an era when cheesecake was more decorative than daring.





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LETTERS TO THE EDITORS

HOW DO I SWEAR OFF?

Sirs:

Robert Osborn's illustrations of the smoker's dilemma ("The Week's Topic A: How Do I Swear Off?" LIFE, July 5), resulting from the American Cancer Society's paper, were thoroughly entertaining. The A.C.S. believes men and women should be given access to the facts concerning smoking and cancer and then decide for themselves whether or not to smoke and what to smoke.

THEODORE ADAMS

American Cancer Society, Inc.
New York, N.Y.

Sirs:

Couldn't you suggest some easier ways of stopping smoking than to advise quitting when you have nothing to do but slowly go nuts?

GORDON L. WALLS

Berkeley, Calif.

Sirs:

I'll tell you how to stop smoking. Eighteen years ago, when I was 50, I was advised by my doctor to stop although I had been at it for 29 years. So one Sunday afternoon I started driving east on U.S. 30 from my home in Chicago, figuring that the traffic would keep my mind off the pipe and tobacco in my pocket. It did, and after several days' driving, I lost the taste. . . .

BERNADOTTE E. SCHMITT

Alexandria, Va.

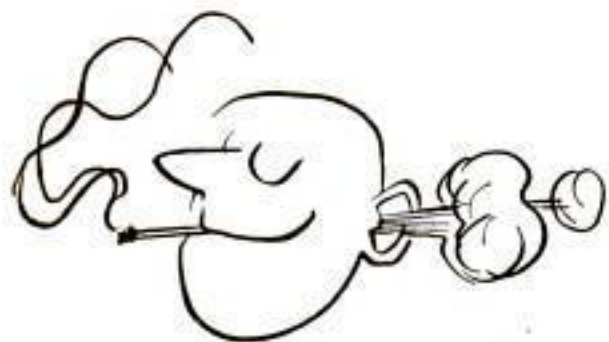
Sirs:

Robert Osborn devastatingly illustrated the horrors facing anyone naive enough to try to give up smoking. But he showed nothing of that happy band, that vast majority of smokers who won't give up and know better than to try.

T. T. WITSIL

Anaheim, Calif.

● Here's Osborn's portrait of the man who won't give up.—ED.



TOO HAPPY TO SWEAR OFF

EDITORIAL

Sirs:

All I can say is hooray! Your editorial ("Conformity and Freedom," LIFE, July 5) was one of the finest things I've read since this McCarthy "monster" popped up.

DOROTHY KIEL

Los Angeles, Calif.

Sirs:

... Why don't you support Senator McCarthy when he pleads with truly loyal government workers to give him security information which has not been acted upon? That's an act of nonconformity and true Americanism. . . .

WHITING EVANS

Amityville, N.Y.

NEW RECORD MILE

Sirs:

What were Chataway's times in his pacing of Bannister ("An Impossible

Goal Is Reached," LIFE, May 17) and Landy ("Butterfly Chaser Runs a Record Mile," LIFE, July 5)? Isn't he rather close to a four-minute mile himself?

DANIEL McFADDEN

Salisbury, N.C.

● Chataway's times were 4:07.2 in the Bannister race and 4:04.4 with Landy. On July 10 he and Freddie Green (see below) broke the world's record for the three-mile run. Both were clocked at 13:32.2, but again Chataway was only runner-up—by a half step.—ED.



GREEN AND CHATAWAY

REDS' PRIORITY

Sirs:

I have never seen a more shocking picture than the burning of the American flag by Chilean students and workers ("Reds' Priority: Pin War on Us," LIFE, July 5).

As a Chilean working hard to foster good relations between the U.S. and Chile, I resent this exhibition. With a spirit of respect for this country it is my duty to apologize for the action which by no means represents the sentiment of most Chileans.

E. DE SOLMINIHAC

New Orleans, La.

CONTINUED ON NEXT PAGE

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offered by any toothpaste—leaves your mouth cleaner, fresher for 12 hours or more! Gardol's protection won't rinse off or wear off all day. Thus, morning and night brushings with New Colgate's with Gardol give continuous protection around the clock.

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LETTERS TO THE EDITORS CONTINUED

MVD MAN'S REPORT

Sirs:

In 1945, while I was still in my teens, I was taken as a German POW to the U.S.S.R. While a captive I saw many of those sad-looking MVD men who, like Burlutski ("MVD Man's Declaration of Independence," LIFE, July 5), wanted to be human, but they knew that helping us meant deportation and sure death for them.

And now Burlutski too is able to enjoy life in West Germany. I hope the people there forgive him and welcome him as a free man.

A/3C LUCAS Z. LAWRENCE, U.S.A.F.
Topeka, Kan.

Sirs:

Your story of MVD man Burlutski's defection headlines the Soviet Union's cold-blooded plans of genocide. However, the blood of countless millions is on the hands of people like Burlutski. . . . I was only 3 years old at the time but I still remember the MVD's midnight knock at my house in Lithuania to take my father to prison. Maybe the men who took him away were Colonel Burlutski's.

GEORGE ELISON

Detroit, Mich.

ANSWER TO YORKTOWN

Sirs:

The Rowland Emmett cartoons of American life ("An Answer to Yorktown," LIFE, July 5) are delightful and often acutely observant of our foibles without being mean, petty or faultfinding.

D. RINEHART

Indianapolis, Ind.

Sirs:

Great Caesar's ghost! Please extricate me from this Emmettian jungle.

CONSTANCE MACKIN

Waterbury, Conn.

Sirs:

If those cartoons are supposed to be humorous I fail to see it.

MARY E. HIRSCHMAN

Rochester, N.Y.

Sirs:

Rowland Emmett's cartoons have rare charm. I have derived new pleasure each time I have studied them and the times have been numerous.

KATHRYN ATKINSON

Las Vegas, Nev.

KITE FLYING A MAN

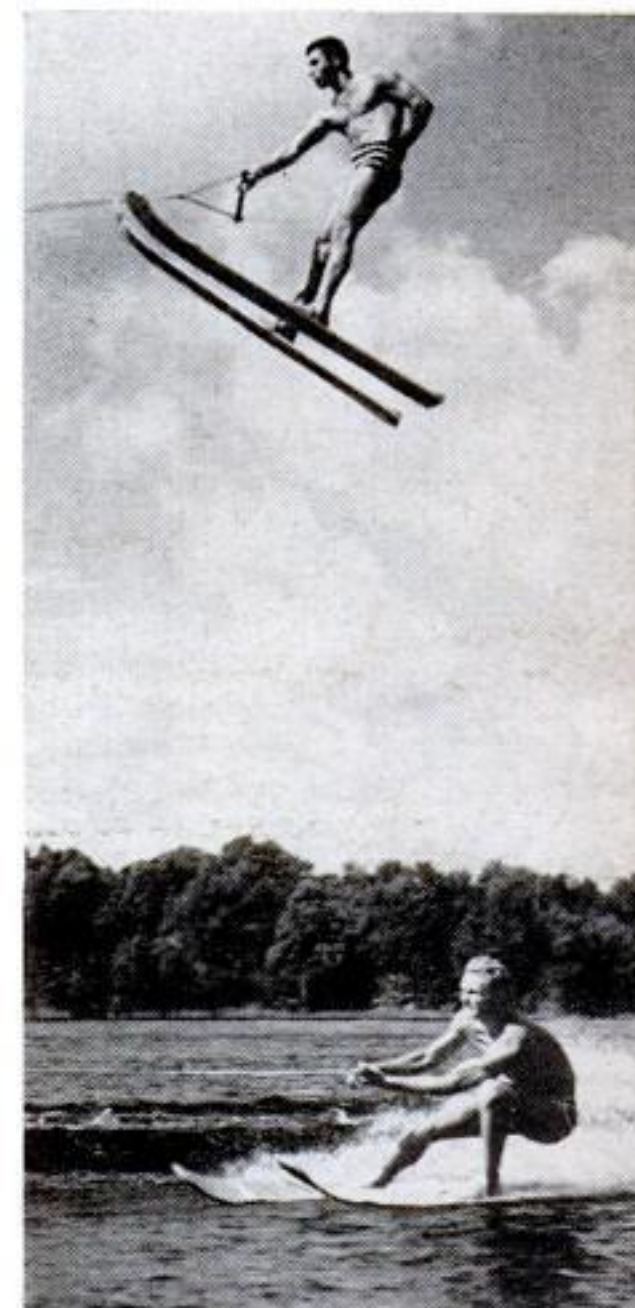
Sirs:

Your picture of Vern Crary ("A Kite Flying a Man," LIFE, July 5),

flying through the air on water skis with the aid of a giant kite, reminded me of a photograph I made of Alfredo Mendoza, world champion water ski jumper. Although Alfredo hasn't hit 65 feet, he does pretty well to reach half that without any kite at all.

DENNIS HALLINAN

Winter Haven, Fla.



WATER SKIER'S HIGH JUMP

WALLING WHILE-U-WAIT

Sirs:

In your story "Walling a Building While-U-Wait" (LIFE, July 5), you say that a brick job on the 22-story facade would have cost as much as the aluminum-sheet, one-day operation. That is downright incorrect. All four walls could have been done in brick for less than the million dollars spent in erecting only two aluminum walls. . . .

HARRY C. BATES

President

Bricklayers, Masons and Plasterers I.U.A.

Washington, D.C.

● Mr. Bates is right. This aluminum panel wall cost approximately twice as much as a good brick job, but the builders expect to recover some of the difference over the years in lower maintenance bills and from an increased rental area saved by the elimination of window sills.—ED.

AIR ACADEMY'S HOME

Sirs:

I read with mixed sadness and disgust in "Air Academy Finds a Home" (LIFE, July 5) that the citizens of Lake Geneva, Wis. campaigned against the air academy. I have no doubt that they will be the first to scream for Air Force protection when hostile aircraft noise hurts their tender ears.

As a pilot in the Air Defense Command, I may disturb a few people in the early morning hours, but at least they can turn over and go back to sleep instead of running for the nearest concrete cellar.

2ND LIEUT. EDWIN A. LIDDELL
Tacoma, Wash.

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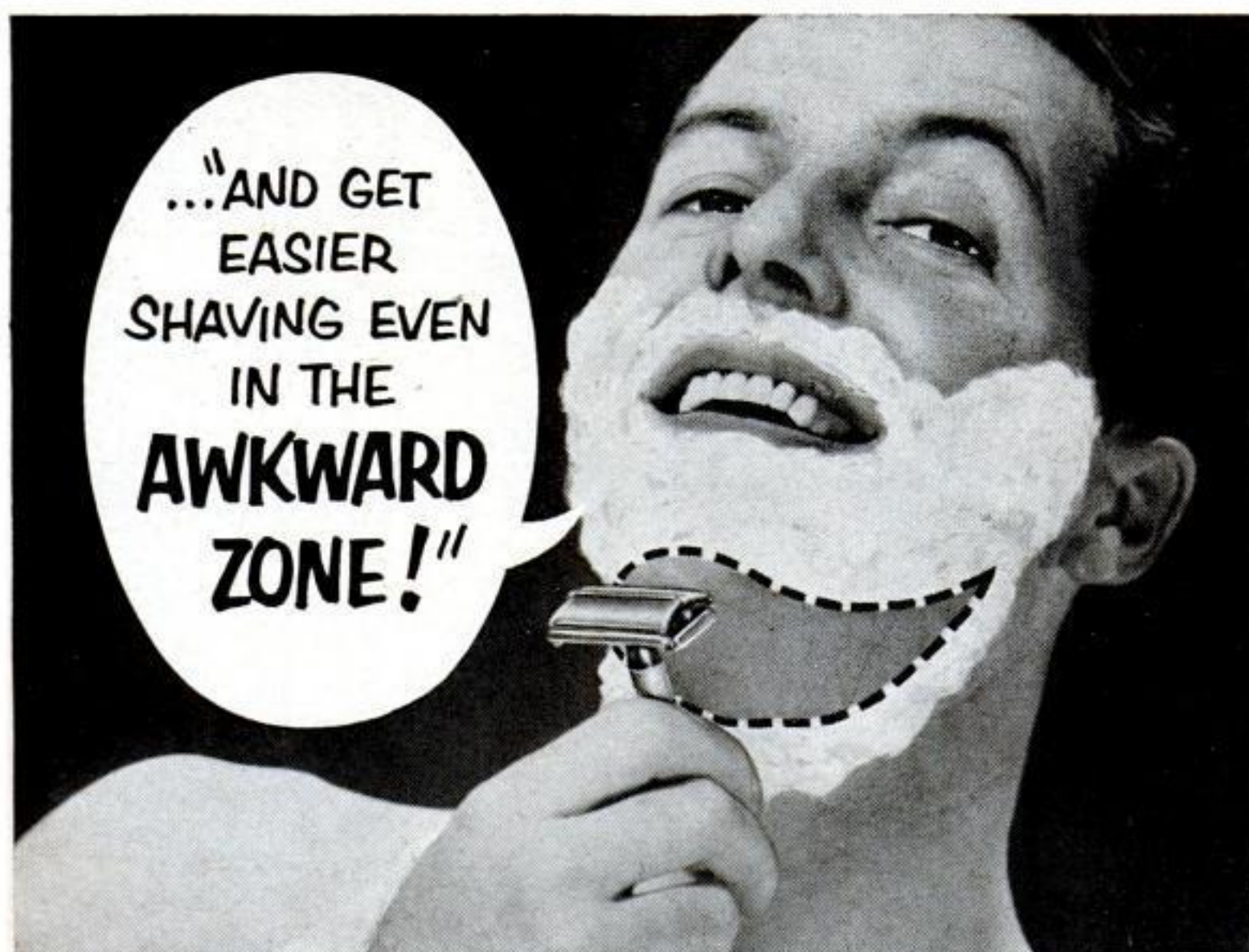
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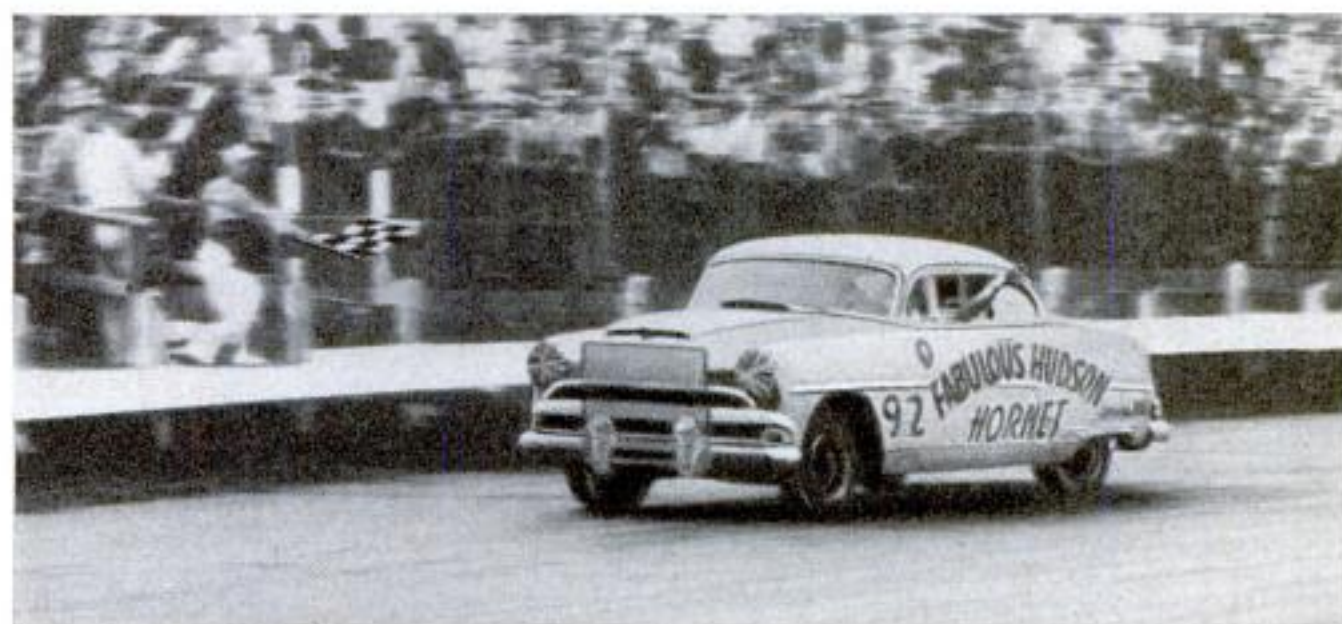
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tough public proving grounds can
help you choose your family car!



Stock-car events are held coast to coast. Two years ago, Hudson scored 47 wins in 55 events; became U.S. Champion for **1952**



Each event equals 50,000 miles of ordinary driving. Last year, Hudson had 46 wins in 66 starts; became U.S. Champion for **1953**



With a total of 119 wins in 3½ years, Hudson continues its victory stride! Hornets took the first five places at Langhorne in May, and they've already captured 13 firsts in 20 starts in **1954**



Standard trim and other specifications and accessories subject to change without notice.

New Hornet Special...New Low Price!

The instant power that gets Hudson Hornets out of tight spots and ahead on the track can whisk you out of danger on a crowded road; lets you drive relaxed and confident.

The low center of gravity that makes the Hornets steadier on tight track turns can save *you* on an unexpected highway curve. And that road-hugging feature also takes all effort out of driving, even on day-long trips.

The durability and stamina that bring Hudsons in first show this is a car that needs little mechanical attention—that saves you inconvenience and money.

Best yet, you can enjoy this great and lasting performance at a new low price—in the new Hornet Special—full Hornet power, full Hornet size! Power steering, power brakes optional. See your Hudson dealer.

HUDSON



HORNETS • WASPS • JETS
Products of
AMERICAN MOTORS

A Cool Salad Supper

*so fresh—it deserves your own
fresh-made Wesson dressing*



Your 1-Minute Wesson dressing is freshest of all

What happier accompaniment for salad flavors than the *light, light dressing* you make with light, delicate Wesson Oil. No bought dressing ever had this *homemade goodness*, this *just-made freshness*.

You make your Wesson French dressing in *one minute*. It suits *your family best*, because you season it to please them. It

keeps your salads always tempting, because you can vary it in seconds with ketchup or chopped egg or onion. It costs *less* than bought dressings. You save on every salad.

In all the world, no other salad oil is made with the same *delicacy* and *lightness* of Wesson. None so *fresh* as Wesson—so sure to bring forth freshest salad flavors.



AMERICA'S FAVORITE for Salads, Frying, Chiffon Cakes,
Stir-N-Roll Pie Crust and Biscuits

Wesson Oil

HELP YOURSELF SUPPER SALAD

Like a holiday from cooking tonight? Serve this luscious supper salad tray with your own fresh Wesson dressing. Let your family help themselves.

- tomato quarters
- shrimp garnished with water cress
- paper-thin slices of radishes and unpeeled cucumber, crisped in ice water
- Julienne strips of ham and cheese
- hard-cooked egg slices and cooked green beans marinated in Wesson 1-Minute Dressing

Serve with Wesson 1-Minute French Dressing or this easy Thousand Island variation: To 1 cup Wesson 1-Minute Dressing, add $\frac{1}{3}$ cup ketchup, 1 tablespoon horseradish. Fold in $\frac{2}{3}$ cup heavy cream, whipped.

WESSON 1-MINUTE FRENCH DRESSING

- | | |
|-------------------------------|--------------------------------|
| 2 teaspoons salt | $\frac{1}{2}$ teaspoon paprika |
| 1 teaspoon sugar | $\frac{1}{2}$ cup vinegar |
| $\frac{1}{2}$ teaspoon pepper | $1\frac{1}{2}$ cups Wesson Oil |
| 1 teaspoon prepared mustard | |

Combine and shake well in covered jar. Shake again before serving. Store on pantry shelf. Makes 2 cups.

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PHOTOGRAPHIC PROBLEM WHEN THE HEAT'S ON

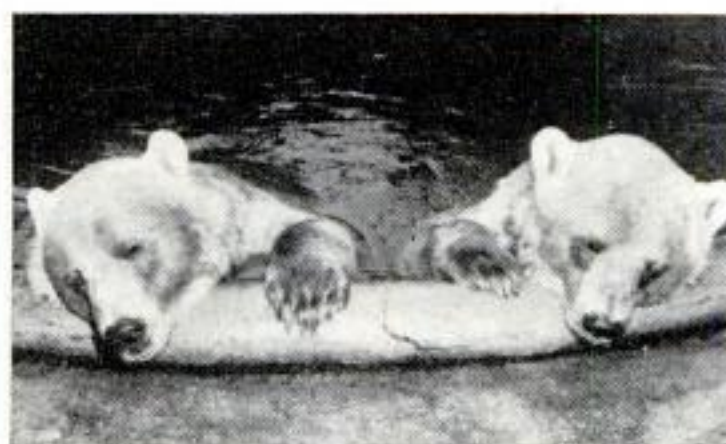
When it gets hot editors assign photographers to "get some heat pictures." Over the years ingenuity has been strained

to ring changes on this subject so the results sometimes seem pretty contrived, as witness this week's crop (*below*).



Miss New Jersey had a big tin thermometer thrust in her hand, a Chicago photographer discovered a mocking sign, for

contrast a New York workman found refuge in a freezing room, and a Columbus, Ohio dog acquired a soothing ice pack.



To impart some information that may already have been known (*i.e.*, that it was hot), a baby was put on a cake of ice and polar bears were photographed panting in their pool, both in Washington, D.C., two Columbus boys found themselves in a food freezer and a third, from Chicago, found himself with nothing on at all. Maybe because LIFE editors have

been seeing this kind of picture for 18 years, they didn't find these very inspiring and tried to cover the heat—which certainly was news—in spontaneously real aspects (*pp.* 22-23). But for once we also show some pictures which were rejected for the magazine because some readers disagree with our choices. If they do, we don't mind. It's too hot to argue.

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JOSEPH WELCH, WHO WRITES ABOUT LESSONS OF HEARINGS
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sources, credit is recorded picture by picture (*left to right, top to bot-
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5—A.P.—DRAWING BY ROBERT OSBORN
11—INT., U.P., INT., DICK GARRETT FOR COLUMBUS CITI-
ZEN—INT. (2), HERBERT S. WORKMAN FOR COLUMBUS
CITIZEN, INT.
15—ERIC LESSING FROM MAGNUM
16, 17—PETER CUERLIS FROM B.S. EXC. BOT. SECOND FROM
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18, 19—ERIC LESSING FROM MAGNUM, STARS & STRIPES,
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U.S. ARMY PHOTO, AIR FORCE PHOTO, RT. ILSE MAYER
21—HAROLD SPICER FOR BALTIMORE NEWS POST FROM INT.
22, 23—MAP BY TONY SODARO, A.Y. OWEN, T. RT. JOHN
DOMINIS—U.P.—BOT. CARL IWASAKI, A.Y. OWEN,
CARL IWASAKI

24, 25—LT. HANK WALKER EXC. T. U.S. ARMY; RT. U.S.
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29—FRANK SCHERSCHER, INTERCONTINENTALE, A.P.—
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SCHER, PIERRE BOULAT (2)
30—FRANK SCHERSCHER (2), U.P.—FRANK SCHERSCHER,
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110—FRANCESCO SCAVULLO—JOHN SWOPE
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KESSEL EXC. CEN. THOMAS D. MCAVOY
116, 119—THOMAS D. MCAVOY
120—BENN MITCHELL

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What a royal welcome you gave the totally

Ten weeks ago, we presented to you a new tire that our research engineers and tire technicians had taken two full years to develop and test. We named it U. S. Royal 8,

and made bold to call it the *totally* new tire—the *first* tire, in both tube and tubeless types, designed specifically to meet the totally new demands of today's safe driving—the *only* tire that could give a new-car "feel" to the ride of older cars.



1. *totally* new CHOICE
TUBE OR TUBELESS

Those were big statements, but we asked you to take our word for their truth. We are gratified to report that many thousands upon thousands of car owners did so—and put the U. S. Royal 8 on their cars at once.

We are gratified still more to be able to tell you, now, that this great new tire is more than living up to every claim we made for it—on



2. *totally* new RIDE
NO BOUNCE, NO JOUNCE

owners' cars, just as it did on our proving grounds.

Up and down and across the whole country, the U. S. Royal 8 has already earned the royal welcome it won. Reports of praise and satisfaction are pouring in to our Dealers throughout the land.

If you haven't already done so, we suggest you visit your U. S. Royal Tire Dealer and accept his offer of a free demonstration ride on U. S. Royal 8 tires.

You'll be happy at the way this tire eases your steering effort—from the moment you pull away from the curb!

You'll be happy at the way the road ahead seems to level out! For, this tire actually "envelops" road seams, ruts and ridges—"soaks up" bumps, chuck-holes and even trolley tracks!

You'll be happy to find, as



3. *totally* new STEERING
EASIER HANDLING
AND CONTROL



4. *totally* new MILEAGE
250 EXTRA
MILES PER 1,000



UNITED STATES
RUBBER COMPANY

In Canada:
Dominion Rubber Company, Ltd.

new tire & U.S. Royal

you travel along, that squeal on the turns is smothered, hum on the highway is hushed!

You'll be happy at the smooth *swift-ness* with which this tire gives you safe, straight-line stops. That's because the wider, flatter, reverse-tread pattern puts

more rubber against the road. This also explains why the U. S. Royal 8 delivers such amazing mileage—up to 250 extra miles for every 1000!

You'll be happy to see how the slim white sidewalls and smooth “pillow contour”



6. totally new **SILENCE**
SQUEAL AND HUM
ARE HUSHED

of this handsome brute of a tire give any car that longer-and-lower “Continental” look!

And, when you ask the price, you'll get one of the happiest surprises of all. For, despite the added performance, the added safety, the added mileage and the added beauty of the U. S. Royal 8—*it's all yours at a low price you'll be glad to pay!*



7. totally new **STYLING**
LONGER, LOWER LOOK



8. totally new **VALUE**
NO PREMIUM IN PRICE



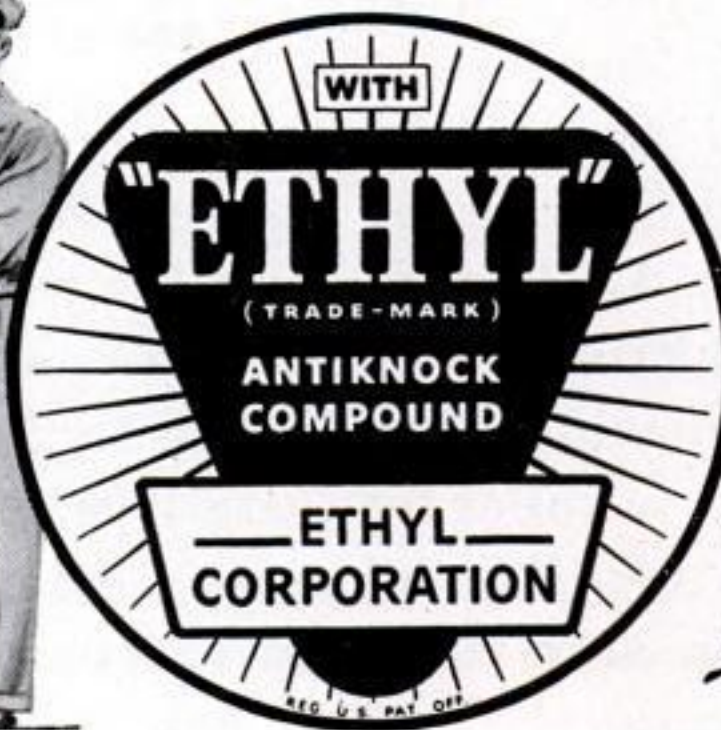
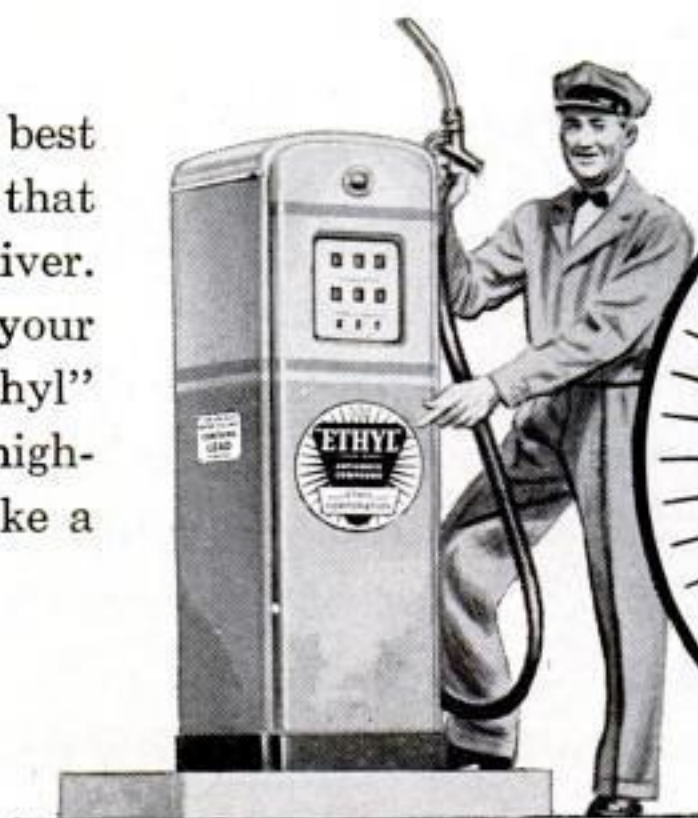
5. totally new **SAFETY**
AGAINST BLOWOUTS
AND PUNCTURES



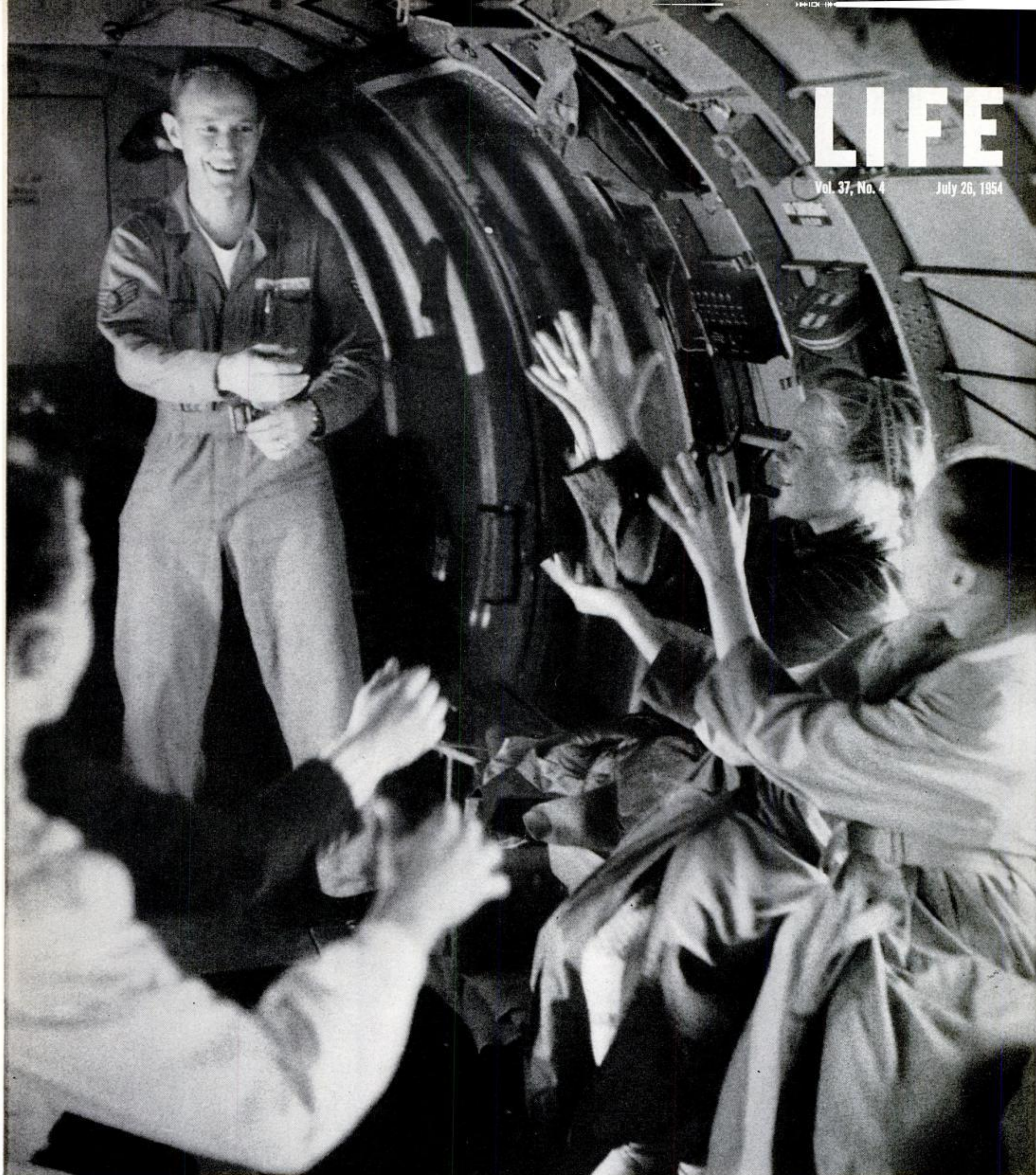
What a powerful difference this high-octane gasoline makes!

It takes a high-octane gasoline to bring out the best performance in a car. For it's the octane rating that determines how much power a gasoline can deliver. So, no matter what other qualities you want in your fuel . . . make sure it's *high octane*! Look for the "Ethyl" trade-mark on the pump. Then you'll get a high-octane gasoline . . . "Ethyl" gasoline. It will make a powerful difference in your car's performance.

ETHYL CORPORATION
New York 17, N. Y.
Ethyl Antiknock Ltd., in Canada



*Enjoy full power—
use high-octane
"ETHYL" gasoline!*



LIFE

Vol. 37, No. 4

July 26, 1954

ON KINDERLIFT PLANE, A BUCKET-SEAT C-47, SGT. CHARLES APPLIGATE TOSSES OUT SOME PIECES OF CANDY TO HIS EAGER VACATION-BOUND PASSENGERS

KINDERLIFT, AN ACT OF KINDNESS

The U.S. Air Force, which kept West Berlin alive during the Russian blockade in 1948-49, put on a happier kind of airlift there last week. This one, called a Kinderlift, had for its cargo some 1,500 West Berlin children. Tagged like suitcases so they would not get misplaced in transit and dispatched to strains of "Off We Go into the Wild Blue Yonder," the bug-eyed boys and girls were whisked from Tempelhof

airport on 60 flights, bound for vacations in West Germany. There they were packed off to camps or private homes for a four- to six-week romp in the country.

This good deed in a harried world was initiated last year to give children a breather from the crowded, Communist-ringed city. Airlifting them over the Soviet zone eliminated any risk of their being nabbed by the Reds.

It also gave the *Kinder* some of the most exciting and queerest moments of their lives.

The German Red Cross provided nurses and chewing gum for the flight. A U.S. PX promised free laundry and shoe repair for the boys near Frankfurt. The pilots and copilots were mostly volunteers who had flown the Kinderlift last year and wanted to do it again because they enjoyed it so much the first time.

A WEST BERLINER AND HER BROTHER SHARE AERIAL ADVENTURE TO



ARRIVING AT AIRPORT, Evelyn, 7, and brother, Klaus-Peter, 14, toil past Berlin monument for airlift.



WAITING FOR PLANE, Evelyn and Klaus-Peter stick to mother and grandmother who must stay behind.



RUNNING FOR PLANE, with name tag hanging from neck, Evelyn chases after group.



EVELYN'S DOLL "Mickey" is also given an aerial view of the Soviet zone from the window of the plane.



FLIGHT NURSE, sent by German Red Cross, amuses Evelyn (foreground, second from left) and girls in flight.



GIVING COMFORT, Evelyn lends moral aid to airsick girl covering her face with coat.



BIDDING BROTHER GOODBYE at Cologne, Evelyn will not see him again until the return flight to Berlin.



IN HIS NEW HOME at Aachen, Klaus-Peter (right) learns chess from Rolf Schroth, whom he is visiting.



IN HER NEW HOME Evelyn is introduced to Mr. and Mrs. Wolf Ulmer's son, Holger.

SEPARATE HOMES



IN COPILOT'S LAP, Evelyn listens as the pilot talks to Tempelhof tower on the radio.



AT COLOGNE AIRPORT Evelyn gossips with Klaus-Peter during a postflight snack.



GETTING ACQUAINTED, Evelyn takes trial gallop on 4-year-old Holger's hobbyhorse.



OUT IN THE COUNTRY near the Ulmer's house in München Gladbach, Evelyn and Holger walk along the

edge of a pond. In Berlin the parks Evelyn goes to teem with children crowding each other for a plot to play.

OTHERS FIND STRANGE PLACES, STRANGE FRIENDS, PLAY STRANGE GAMES



DOUBTFUL TRAVELERS turn for farewell look at parents before emplaning at Tempelhof airport.



UNEXPECTED WELL-WISHER, French poodle, popped up at airport for Kinderlift departure.



GAY GREETING is given Dieter Kunze in Frankfurt by Suzanne Tunner, daughter of an air general.



TIMID PAT is given farmer's horse by one of the Kinderlift boys on hike from Camp Eschborn near Frankfurt. The camp, assisted by the German Red Cross and

nicknamed "Little Berlin," accommodated 191 of the Kinderlift children. Rest of the young Berliners were all put up in private American and German homes.



OBEDIENT SIP is taken by Maria Grossmann as Sgt. Archie Dearborn offers her milk in Frankfurt.



HOMESICK VISITOR, Dieter Kunze, 6, fights back tears on way to apartment of Sgt. and Mrs.

Robert Myers in Wiesbaden. He cheered up once he got acquainted with Ronald Myers (carrying a box).



SURPRISED AND FRIGHTENED by the strange war game his American playmates favor, Clemens Jurgait, 5, ran back and stood against the wall while

Bobby Bryar (*left*) and neighbor, Johnny Mosley, operate from a backyard fox-hole in Wiesbaden. Clemens kept saying in German that he wanted to play ball.

AN EXPERT RATING OF MCCARTHY

THE CHORD OF A CHOIR

Before the H-bomb, before the atomic age, before World War II, before "the long Presidency," before Hitler, before the Japanese seized Manchuria, before the Great Depression and even before the Wall Street crash, long, long ago, on July 15, 1929, a great 375-voice choir began broadcasting coast-to-coast from the Salt Lake City Tabernacle. Every Sunday morning in the intervening 25 years, winter and summer, war or peace, rain or shine, it has broadcast its half hour of hymns old and new, of Bach and Handel and of all sweet and stately and spine-tingling sounds from the whole library of Christendom's sacred music. Behind the 375 voices swells an organ of 10,000 pipes.

Like the vast house of worship in which they sing, the Tabernacle Choir was founded over a century ago by Brigham Young. This Sunday marked the choir's 25th anniversary on the national air; it is the oldest coast-to-coast sustaining program in existence. Those who know this program (Sundays, CBS, 11-11:30, E.S.T.) need no arguments for listening to it, or no introduction to its producer and commentator, Richard L. Evans, or to the choir's director, J. Spencer Cornwall, or to Organists Schreiner and Asper, or to the disciplined voices of the farmers, grandmothers, businessmen, high school girls and other devoted Mormons who make its enormous sound. Millions have heard them, and more millions, we hope, will hear them in years to come. It is a national institution to be proud of, but what matters more is that Americans can be linked from ocean to ocean and year to year by the same brief respite from the world's week, and by a great chord of common thoughts on God and love and the everlasting things.

Is the McCarthy issue at last coming into perspective? In his review of the McCarthy-Army hearings on page 96, Joseph Welch comes to grips with some of the questions about how such procedures can be better handled. But McCarthy's own record of service and disservice to the nation, before we can relegate it to history, requires another kind of scrutiny. Fortunately an undoubted expert in the field has just undertaken that task.

Frederick E. Woltman of the New York *World-Telegram and Sun* is the dean of journalistic specialists in U.S. Communism—a veteran "red-baiter," as they used to be called, who has been exposing Reds and fellow travelers since 1938 and won the 1946 Pulitzer prize for it (the year Joe McCarthy was elected to the senate). His credentials on knowing Reds and how to fight them are as good as they come, and he has a well-earned reputation for accuracy. He has just written for Scripps-Howard a series called "The McCarthy Balance Sheet," which cuts the senator's reputation down to size. His conclusion: that although McCarthy "without question helped make the man in the street more security conscious," he has long since "become a major liability to the cause of anti-Communism."

Woltman doesn't like McCarthy's "reckless, knee-to-the-groin tactics which violate our tradition of fair play," but that's incidental. The burden of his case is that "the McCarthy strategy of 'you're either for me or a friend of the Communists' is . . . a boon to the Communists."

"On the one hand, it enables his pro-Red or confused opponents to belittle such solid anti-Communist achievements as the monumental Jenner subcommittee reports on the Institute of Pacific Relations and interlocking subversion. . . .

"On the other hand, it . . . separates people into extremes—the McCarthy backers at one pole and the Communists at the other. . . . Each extreme prospers by inflating the menace of the other. The Communists feed on it. For them Joe McCarthy's a made-to-order adversary."

As one illustration of this effect, Woltman cites McCarthy's 1951 attack on General Marshall, "one of the most disgraceful orations in Congressional history." So many embarrassed senators absented themselves that McCarthy didn't bother to finish his speech. "He had succeeded, however, in silencing for the time being honest critics of General Marshall's Far Eastern and other foreign policies. . . . Unwilling to appear to condone the conspiracy charge, these critics held their fire."

The job McCarthy did on the Voice of America, in Woltman's judgment, "will go down as one of the most disgraceful, scatter-brained, inept, misleading and unfair investigations in Congressional annals. . . . It was a mighty victory for the Kremlin. . . ."

Baker East and Baker West were to be two short-wave transmitters on U.S. soil, planned as "part of an enormous top-level project for piercing the Iron Curtain. . . . The State Department retained M.I.T.'s Research Laboratory of Electronics. . . . After exhaustive research and . . . reports from RCA's Central Radio Propagation Laboratory, the Bureau of Standards and the Army Signal Corps, M.I.T. proposed one site in North Carolina and another near Seattle. . . .

"An unhappy ex-assistant engineer had opposed the Seattle site. On the basis of his testimony, Senator McCarthy and his staff . . . tried to spell out a subversive plot to mislocate the stations. . . .

"They failed to call a single one of the prominent electronics engineers and scientists who made the recommendations and would have backed the sites. . . . Senator Karl Mundt (R., S.D.) and other senators pressed Senator McCarthy and Roy Cohn to produce the M.I.T. scientists in order to get the facts straight."

Cohn finally told them he had talked with Dr. J. B. Wiesner, director of the M.I.T. electronics laboratory "with 'three of us on the line.'" Cohn reported Wiesner as saying "that Baker West, from a standpoint of efficiency and reliability, should be moved south and away from Seattle, and that he would just as soon not come here and testify, as that was his conclusion."

"That satisfied the senators. Dr. Wiesner was never called. . . .

"This writer," continues Woltman, "recently visited Dr. Wiesner at M.I.T. in Cambridge, Mass. [He] told me that Mr. Cohn had misrepresented him. Virtually all of the engineers still favor Seattle, he said. '[Cohn] tried hard to get me to agree that the Seattle site was inferior. I refused. He misrepresented my position. . . . I told Cohn I saw no evidence of sabotage. . . . I felt at the time and still do that the sabotage charge was completely unfounded and ridiculous.'

"By failing to present Dr. Wiesner's vital testimony, Senator McCarthy could report mismanagement approaching sabotage. . . . The Baker projects were scrapped. But \$8,434,000 had already been spent. And the world's two largest radio transmitters now lie useless in government warehouses, declared surplus property."

Woltman concludes that McCarthy is not really an investigator at all, but a headline hunter whose tactics put real Communist-hunters "at a murderous disadvantage." He "is bringing into disrepute one of the most vital functions of Congress, . . . the power to investigate. . . . The Communists and the anti-anti-Communists are delighted."

McCarthy still has his well-meaning supporters, of course, and there are still people who wonder whether he hasn't done "more good than harm." For all such, Fred Woltman has given a reasoned and documented answer: the harm far outweighs any good.



FLIGHT FROM AN EXPLODING FIREWORKS FACTORY

With the acrid smoke of explosives still around them, and fearful of more explosions to come, a stunned procession of workers, mostly women, took flight last week from a fireworks factory in Chestertown, Md. They had been assembling fireworks and Army training shells

when firecrackers on an assembly line suddenly blew up. Skyrockets shot up, Roman candles flared, aerial bombs burst, Chinese crackers crackled. Then the plant exploded with a thunderous roar heard 30 miles away. Firemen who led the workers to safety had to dodge flying

debris and blasts of flame. Eleven workers died, and Chestertown was partially evacuated while Army crews warily neutralized stores of treacherous explosives. By a strange coincidence, a Chicago fireworks and explosives plant blew up earlier on the same morning, killing three.



DISGRUNTLED PASSENGERS sit glumly in a St. Louis bus. At local zoo an elephant show was canceled when elephants refused to kneel on hot ground.



ESCAPING DRIVER who found the temperature inside his cab intolerable stands on the running board as the truck grinds slowly uphill west of St. Louis.



WARPED TRACKS on Frisco railroad line near Hallowell, Kan. were caused when heat expanded tracks, pushing them out of alignment as much as four feet.



SPRAYING CEILING, a Kansas farmer tries to cool coop after losing 150 chickens in 114° heat.



TWO-MAN CREW operates camera, one sighting along the barrel, the other tripping shutter. Both are needed to carry the camera, which weighs 120 pounds.

A NEW DISTANT LOOK FOR THE ARMY

100-inch lens sees 25 miles through mist and haze



ROSENBLUM

Always eager to pursue its mission of developing new gadgets for communication, the Army Signal Corps this week announced a huge camera which can easily see objects 25 miles away. Developed at Fort Monmouth, N.J. under the direction of Engineer Philip Rosenblum, the camera has a strength equivalent to that of a 10-power telescope. Its big lens, 9½ inches wide, is specially corrected for infrared rays which cut through light fog and haze (*right*).

The effective focal length of the lens—the distance between the lens and that point in the lens system where the light rays cross to produce the upside-down image that is recorded on the film—is 100 inches. However, the lens barrel (*above*) is only 86 inches long: through a feat of optical wizardry produced by a special combination of lens elements, its light-crossing point is, in effect, a foot out in front of the lens. The camera uses a 5x7 negative. A smaller one could have been built with the same optical power: a 35-mm camera, for instance, would require a 34-inch lens barrel. The large size was adopted to lessen the chances of optical error and to produce a bigger, clearer picture.

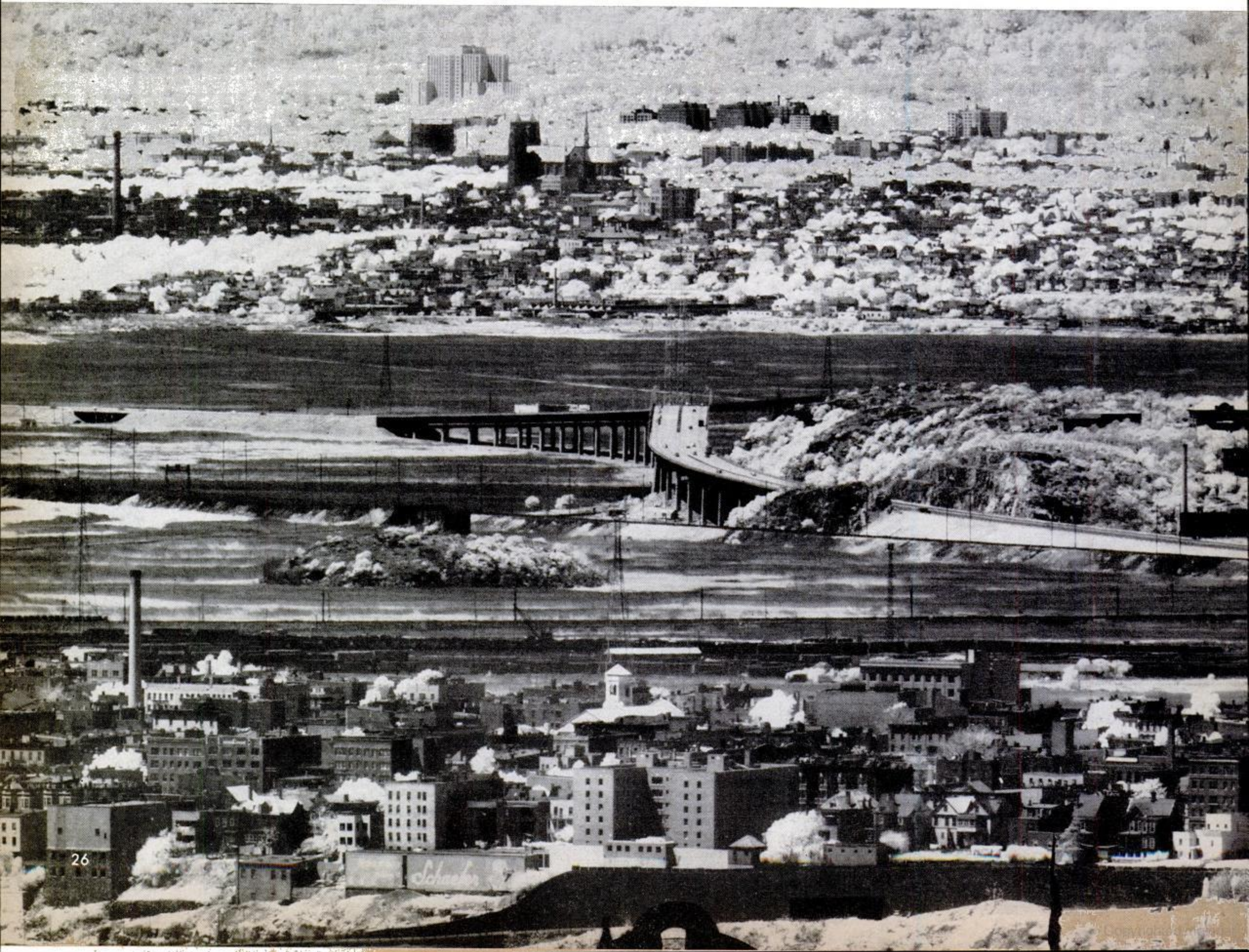
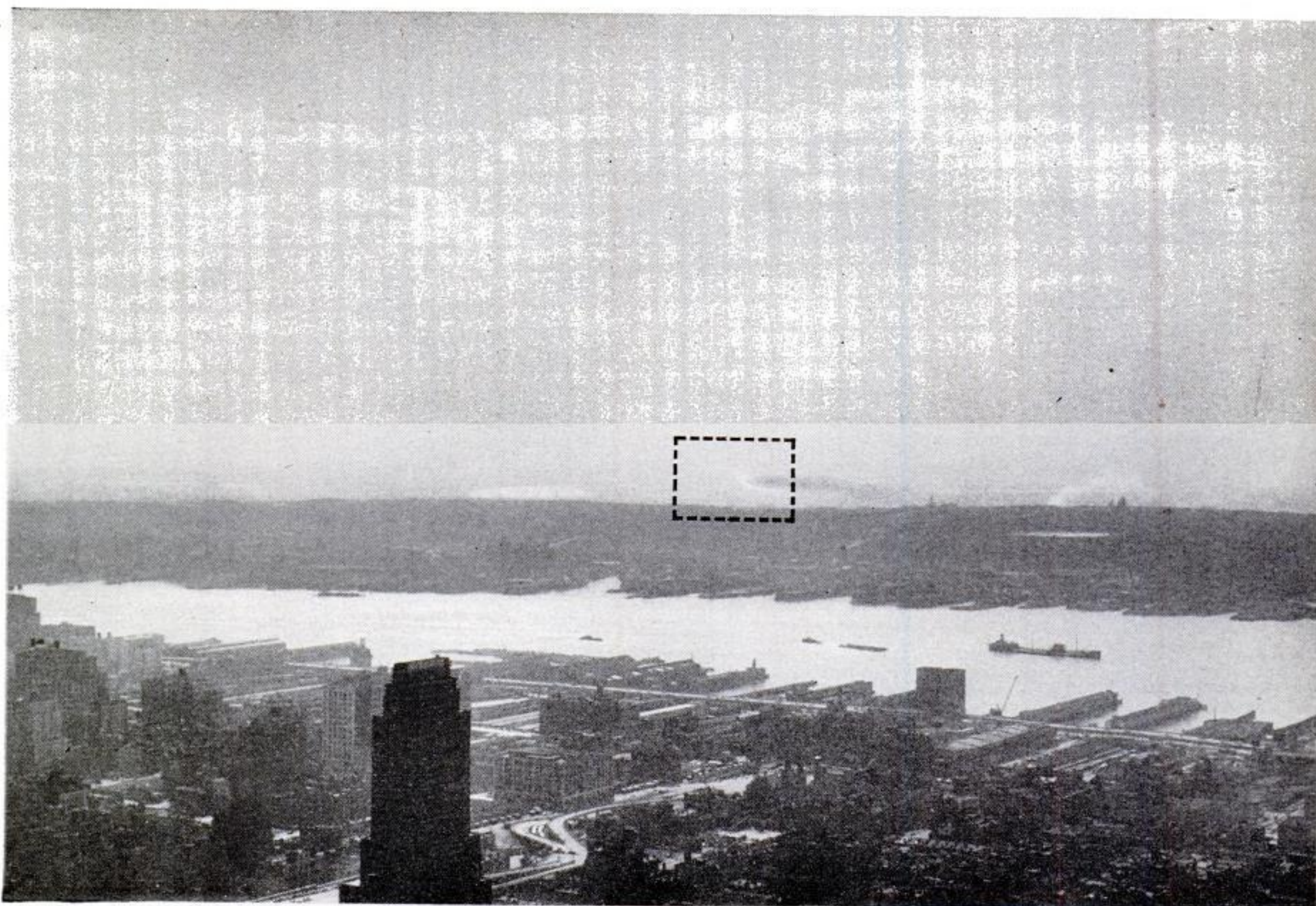


FROM PIKE'S PEAK, a gap of over 50 miles barely shows in ordinary photograph (*arrow*). In picture by new camera (*right*) it is foreground for valley beyond.



TOURIST VIEW looking west from the RCA Building in midtown New York City shows Hudson River, then a large area of northern New Jersey. Dotted line indicates the area of picture shown below.

LONG LENS VIEW pictures Union City in foreground, New Jersey Turnpike and Jersey marshes, a U.S. Veterans' Hospital in background. Infrared film which cuts the haze makes green trees appear white.



You get these crisp, golden Toast Cups
from slices of plain white bread

Spry makes the difference!



Here's How It's Done!

Trim crusts from slices of white bread. Brush melted Spry on one side of each slice and fit into 3" muffin pans, pressing brushed side down into pan to form a cup. Bake in very hot oven (450°F.) 10-12 minutes or until golden brown. Fill with creamed tuna fish and serve as main dish.

Spreading just this little bit of Spry on bread gives you that Spry-crisp crust that adds so much to the flavor and appearance of your favorite creamed foods. You'll agree they're delicious, or we'll return your money. For more, easy Spry recipes, drop a postcard to Lever Brothers, 390 Park Ave., New York 22, N. Y.

Spry makes just about everything you cook taste better!



Four Roses Collins: $\frac{1}{2}$ jigger of lemon juice, 1 teaspoonful of sugar, 1 jigger of Four Roses. Shake with cracked ice; pour over ice into tall glass; add carbonated water; stir.

FOR A GREAT SUMMER DRINK...

MEN WHO KNOW WHISKEY ARE SAYING

“FOUR ROSES”

This year, especially, a Four Roses Collins—or a highball—with plenty of ice is a great drink for a hot, summer evening. For the Four Roses now being bottled is the finest Four Roses ever. And that, in our opinion, makes it the finest whiskey you’ve ever enjoyed.

FRANKFORT DISTILLERS CORP., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.



FORCED-DRAFT DIPLOMACY TO BEAT DEADLINE

The world's statesmen whirled around Europe last week in top-speed diplomatic dippy-doodle. A strange development in statecraft, the bet against time that Pierre Mendès-France made when he promised to resign as premier of France if he could not end the fighting in Indochina in one month, had set them going. They flashed across oceans and sped about cities,

came briefly together, spun around and started off again in new directions. Some of the dinners, sudden journeyings and talks can be followed in the pictures starting below.

The most important development was a U.S. decision to send a top-level diplomat back to the Geneva conference—a step taken to counteract a growing European impression that the

U.S. was leaving its allies to face Communism alone. The U.S. agreement to respect an "honorable peace" stiffened Mendès-France as he sought to achieve a cease-fire before his self-imposed deadline this week. But it also angered Russia's Molotov and made diplomatic going that much more difficult as 11 weeks of negotiations on Indochina neared their climax.



SATURDAY, JULY 10: a big smile on his expressive face, Pierre Mendès-France reaches Geneva with only 10 days remaining of the month in which he promised to end the eight-year-long war.



ON SATURDAY EVENING Mendès-France, still beaming, has dinner with the faintly smiling Soviet Foreign Minister V.M. Molotov and interpreter. With U.S. rebuffing Mendès-France's urgent pleas to attend conference, Molotov was acting his friend.



ON SUNDAY, JULY 11 Pham Van Dong, the Vietminh foreign minister, leaves meeting with French. He demanded U.S. promise to respect truce.



LATER THAT DAY India's unofficial delegate, Krishna Menon, a frequent sympathizer with the Communists, arrives at Geneva airfield, accompanied by a turbaned adviser.



MONDAY, JULY 12: Ngo Dinh Luyen, Vietnam ambassador, whose country faces sacrifice of much territory and population in truce, visits French headquarters at Geneva.



TUESDAY, JULY 13: At 10:30 a.m. Mendès-France and Red China's Foreign Minister Chou En-lai resume exploratory talks through interpreter (*center*). Once again the French leader heard Communist demands that the U.S. must agree to the truce pact.



AT 2:45 P.M. Britain's Foreign Secretary Anthony Eden, Mrs. Eden and Mendès-France leave Geneva to meet Dulles in Paris. Eden was a 100% supporter of the French statesman in truce talks.



AT 2:59 P.M., after hurried flight from Washington, Dulles arrives in Paris relaxed and casual. He told welcoming newspapermen that he felt a strong defense community was the best peace insurance.



AT 4.30 P.M., after flight up from Geneva, Eden and Mendès-France reach Paris. They posed together, then the French premier read Dulles' statement very slowly, said "bien" and drove into town.



TUESDAY NIGHT: Jean Masson, a French cabinet officer, Dulles and Premier Mendès-France stroll in the courtyard of the Hôtel Matignon, official residence of France's premiers, in a quiet, quick talk.



AT MIDNIGHT Mendès-France, Eden and Dulles leave conference. The French statesman, in a three-and-a-half-hour briefing, had lucidly explained negotiations with the Reds, asked his allies for support.



WEDNESDAY, JULY 14 was Bastille Day and War Minister Koenig and Mendès-France watched troops parade down the Champs Elysées. At this point Dulles was reporting to President Eisenhower.



WEDNESDAY NOON: Dulles leaves second conference with Mendès-France, who had come from parade. The U.S., he told the premier, had decided to renew top-level representation at the Geneva parley.



WEDNESDAY AFTERNOON: The official word comes in communique given newsmen outside U.S. ambassador's home. It said that Under-Secretary of State Walter Bedell Smith would return to Geneva.



AT 7:25 P.M. after less than 28 hours in Paris, Dulles, preparing to board plane with Mrs. Dulles, is cautious and reserved. Enduring peace, he repeated, can be secured only by a united defense.



THURSDAY, JULY 15: Back in Geneva again, Mendès-France is host at dinner to a now unsmiling Molotov. In garden afterward the two men hunched over a map of Indochina and bargained fruitlessly.

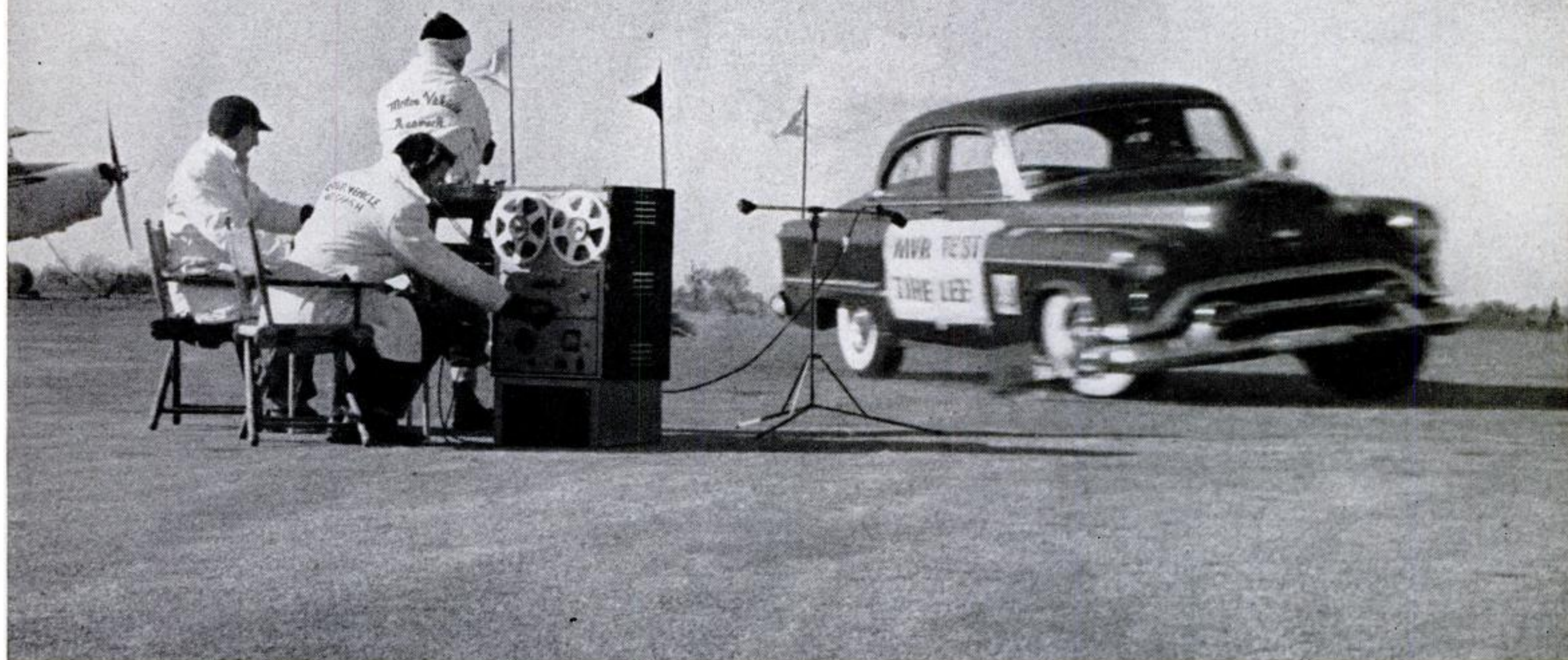


FRIDAY, JULY 16: The French premier leaves after visiting India's Krishna Menon (right). Meanwhile Molotov was wooing Krishna Menon by sending him rich chocolates stamped with Kremlin seal.



LATER FRIDAY, despite ailing stomach, Bedell Smith (left) goes back to diplomatic battle in Geneva. Here he is wished good luck at the Washington airport by Dulles and French Ambassador Bonnet.

News about a new tire



A NEW CONCEPT IN TIRES. Extensive tests by Motor Vehicle Research, Inc. proved new Lee Tire has 50% quieter operation, greater safety, longer wear — actually improves performance of any car. Photo above shows engineers recording tire noise as test car rounds curve.

NEW LEE DOUBLE-LIFE TIRE

PROVED SAFER, QUIETER, LONGER LASTING

The new Lee Double-Life was engineered to keep pace with today's improvements in car design, increased horsepower and faster legal speeds. It was designed especially for those who are not satisfied with anything but the best.

Motor Vehicle Research, Inc. road tested this tire against the four other leading makes. The engineers at this independent testing organization were so impressed by the superior performance of the Lee Double-Life that they gave it the coveted MVR "Certified Test Award." Lee of Conshohocken is the only tire maker ever to receive this distinction.

Here is a tire that will give you up to 35% more safe mileage, quieter operation than ever before possible and new

protection against dangerous blowouts. In fact the Lee Double-Life is so strong and durable we guarantee it for two full years against all road-hazard damage including cuts, bruises, impact breaks, blowouts. Quality of materials and workmanship is guaranteed for life.

This new tire will give you a new feeling of confidence in your driving. Confidence that you can stop when you want to stop — without dangerous skids; confidence that you have positive blowout protection at all times; confidence that you have better control of your car. There are *more expensive* tires on the market, but there is *none better*. The new Lee Double-Life is truly "The Perfect Match for the Finest Cars."



BETTER CONTROL OF YOUR CAR. Tests on serpentine course proved new Lee Double-Life Tire gives more positive steering with less effort. Better control of your car, especially at high speeds and on curves, is an important new safety feature of this tire.



QUICKER STOPS WITHOUT SKIDDING. Panic-braked on wet roads, the Lee-equipped car stopped 18 to 20 feet sooner than cars using other makes of tires. It also stopped without side-skid or swerve. A straight-line stop is the only safe stop.



GREATER BLOWOUT PROTECTION. The new Lee Double-Life is 58% stronger than regular tires, gives you positive protection against dangerous impact blowouts. Exclusive Lee Double-Life Cord defies heat blowouts, assures safer driving at all speeds.

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Tire Dealers: There may be a Lee franchise open in your community. Write us for details.





SILHOUETTED BORDER GUARD DIRECTS VOLUNTEERS RUSHING SANDBAGS TO DIKE IN NIGHT-LONG BATTLE TO SAVE TOWN OF DEGGENDORF FROM DANUBE

DOCILE DANUBE ON A RAMPAGE

Flood leaves 75,000 homeless

Not for 50 years could Europe remember such ugly July weather. Snows fell, then cold, heavy rains. Avalanches began to thunder down from the Alps into Tyrolean valleys. Suddenly, bulging at three times its normal level, the benign Danube—which was last dangerous in 1501—burst its banks to rampage over farmland and city street. Last week, as the crest swept from Germany and Austria into Czechoslovakia and Hungary, the flood had killed 36 people, put hundreds of thousands of acres under water, made 75,000 homeless, caused \$100 million

damages. Sharpshooters had to go gunning for crazed rats which, driven away from the riverbanks, invaded homes and attacked dwellers.

Amid the devastation and tragedy the European press found a cheerful note. In the fever of rescue work, American GIs moved into the Russian Zone to help Soviet soldiers sandbag the Muckendorf Dam in the Tulln Valley. Photos of Yank and Red side by side (*below, left*) were widely published and hailed with such wishful comments as one West German paper's, "Why isn't it always like that?"

PUBLICIZED EVENT found GI helping Red with sandbags.



THE TWO DANUBES, one in its normal course (*curve at upper right*) and the other an ever-widening flood (*lower left*), envelope the carefully tilled farm land near Linz.



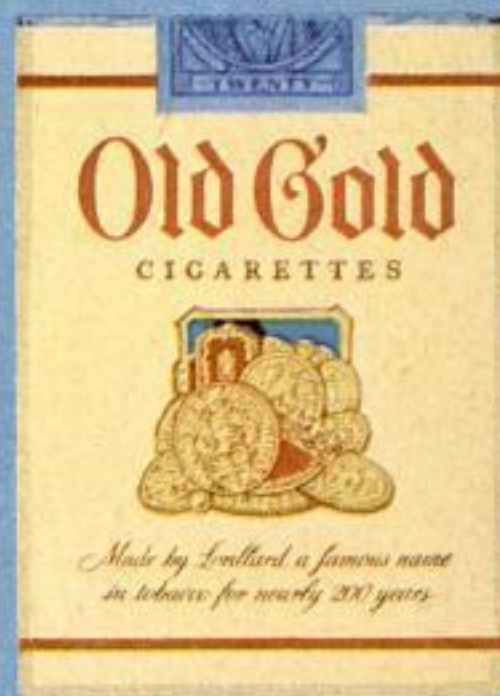
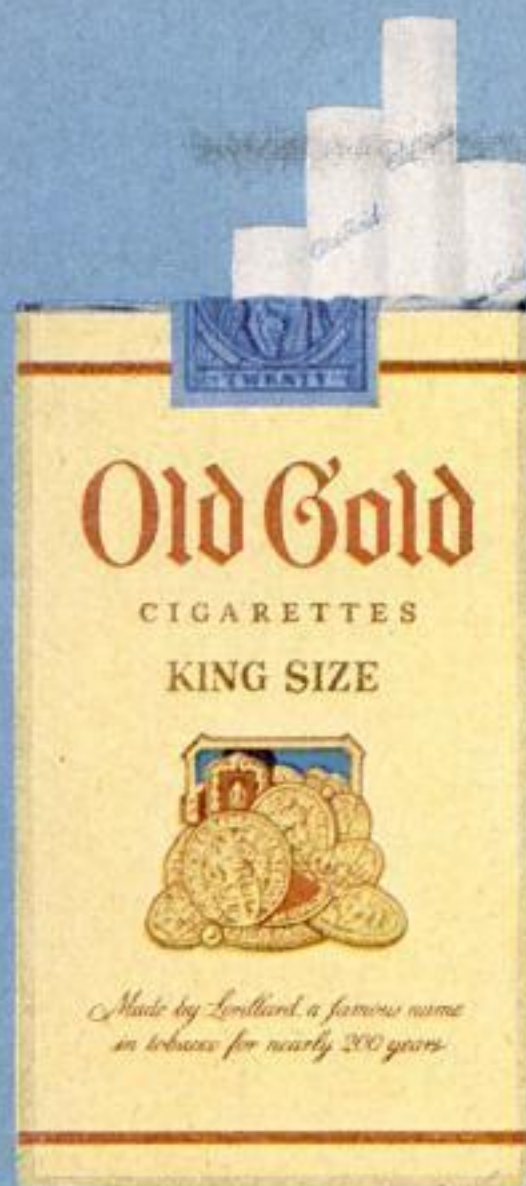
AIR RESCUERS in U.S. helicopter look for people on roofs and trees.



If you're still looking for a cigarette that *really* suits you . . . today is the day to turn to Old Gold and take comfort in this fact:

Ever since 1760 the makers of Old Golds have provided millions and millions of people with the carefree pleasure of fine and friendly tobaccos—that's almost 200 years of honest and respected tobacco craftsmanship!

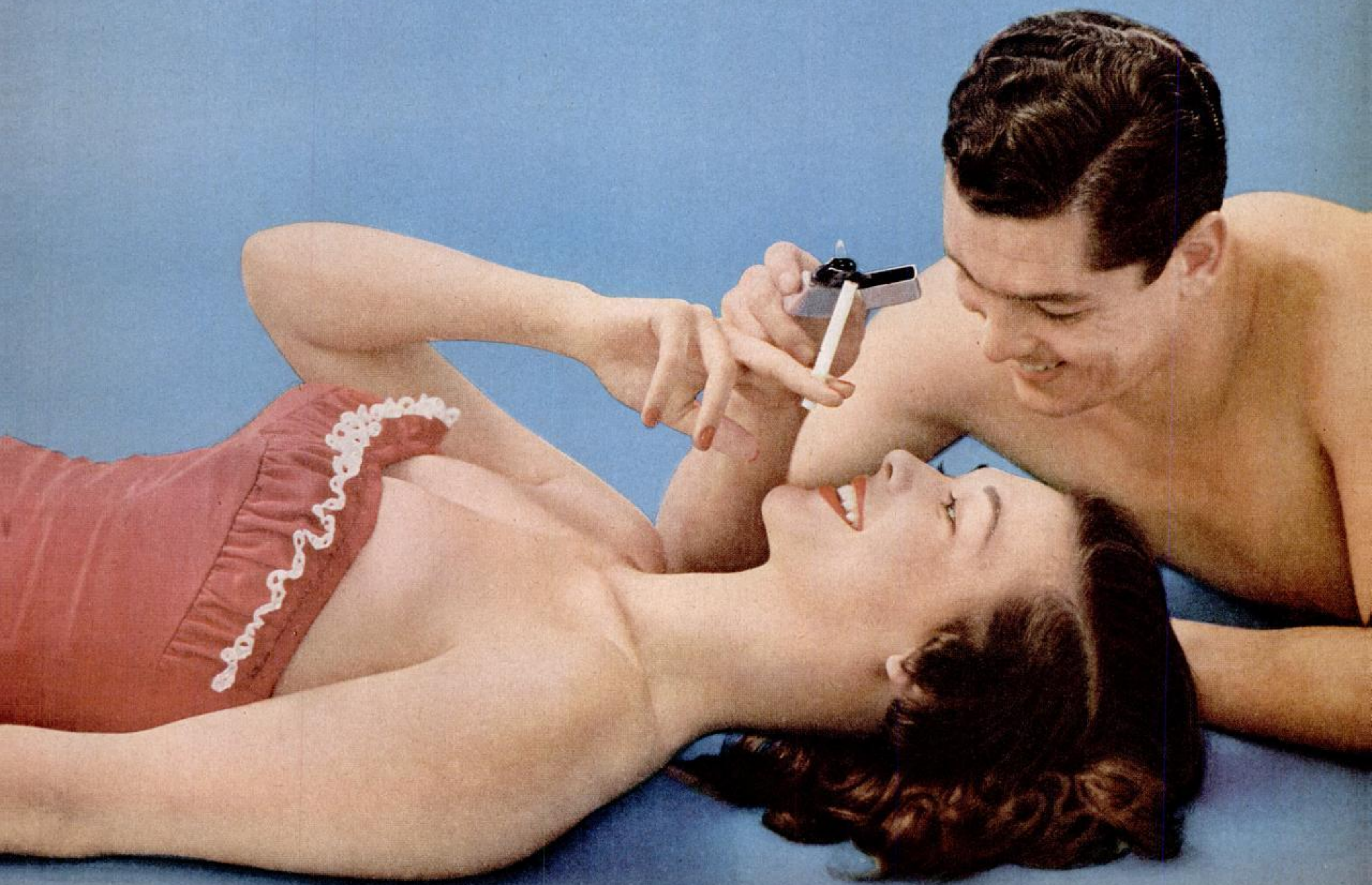
In both king size and regular . . . Old Gold is a name you can trust . . . a treat you can trust.



ENJOY A TREAT
INSTEAD OF
A TREATMENT!

Light up and relax...

OLD GOLD is a name you can trust!





It is the essence of hospitality
to let your guests see
what you are serving.

You need never hesitate when it is

Old Grand-Dad

"HEAD OF THE BOURBON FAMILY"



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY COMPANY, FRANKFORT, KENTUCKY



WITH OLD PRO, Jimmy Byrnes of South Carolina, Meyner talks at conference hotel.



OUT FISHING with Democrat governors and sons, Meyner strode the deck, got no fish.



FRIENDLY WARNING from Republican Kohler told Meyner to stay out of Wisconsin.



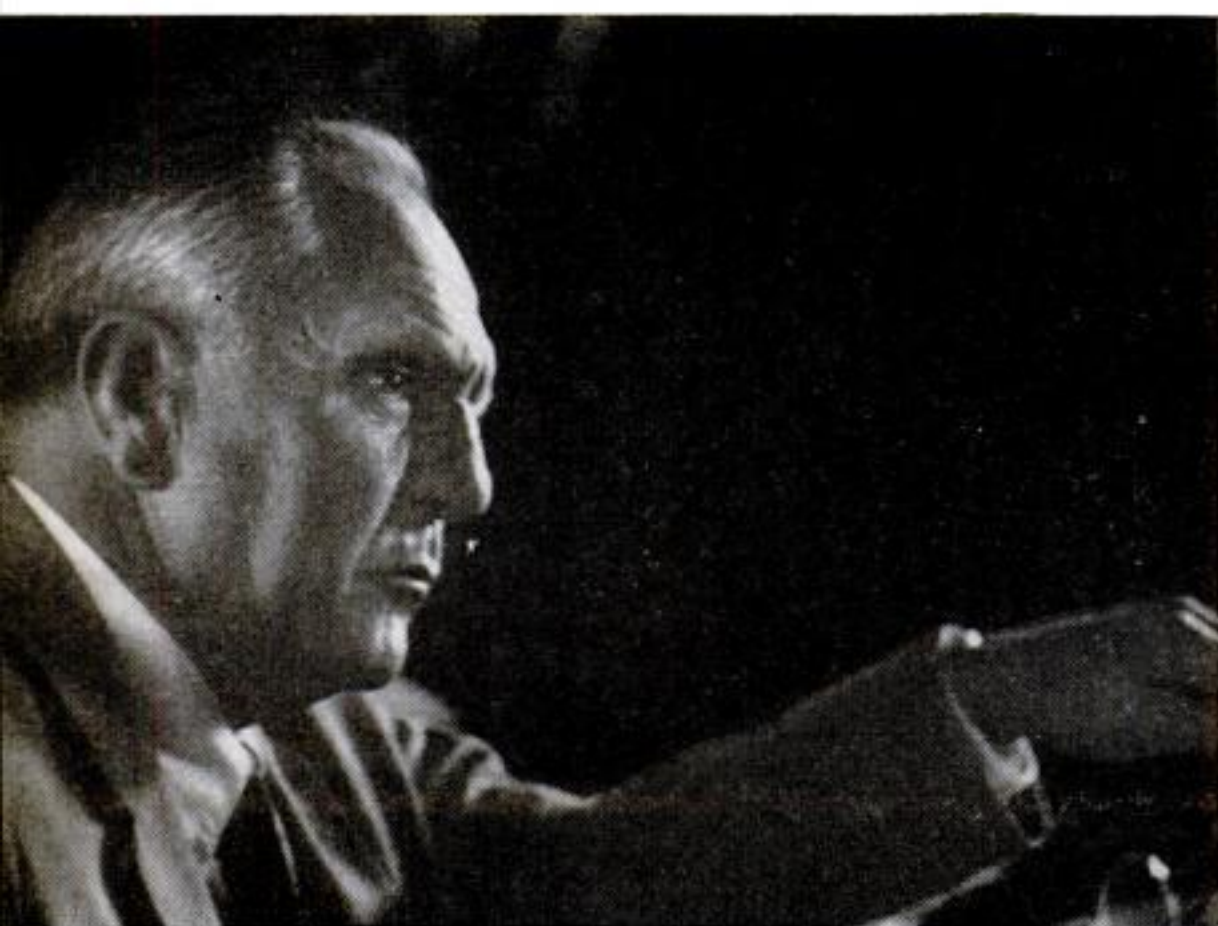
IN A WILLKIE-TYPE SLOUCH DURING A PRESS CONFERENCE, MEYNER DISPLAYED HIS RELAXED AND EASY MANNER

NEW FACE AMONG THE GOVERNORS

Robert Meyner of New Jersey takes the spotlight at annual conference

The life of the party at the staid annual Governors' Conference, held this year at Bolton Landing, N.Y., turned out to be an energetic and boyish-looking freshman, Robert Meyner of New Jersey. Even before he arrived the 46-year-old Democrat had been an object of interest for his exposure of the scandal over Republican ex-Governor Harold Hoffman (LIFE, June 28), which won Meyner and his party considerable prestige in a normally Republican state.

At the conference itself Meyner attracted attention first by arriving later than anyone else, then by showing up everywhere—at business conferences, committees and on pleasure jaunts, with Democrats and with Republicans. He proved such good company and so impressed people with his relaxed way of talking about serious issues (*above*) that he suddenly began to look like a hot prospect for the Democratic vice-presidential nomination in 1956.



CALIFORNIA GOVERNOR, volatile Goodwin J. Knight, was uncharacteristically quiet at meeting.

TIME FOR BUSINESS AND THEIR FAMILIES

It was asking a lot of the governors, assembled in such a pastoral setting, to do any work. They did find time for some, like considering the President's plan for a \$50 billion national highway system, which they agreed to study, while making it clear they wanted the states, not the federal government, to plan the roads and—perhaps most important politically—handle the money. But the rest of the time was devoted to fun. Some of the governors scattered on sightseeing trips, riding in special blue-and-gold cars, each with license plates bearing the governor's name and a smart state trooper as chauffeur, all thoughtfully provided by conference host Tom Dewey. Others just clustered together in the shade over their highballs, sniffed the political breezes, displayed their womenfolk (*right*) and looked over some of the newer members in their midst, men like Republican William Stratton (*below*), who has been making quite a splash in his first term as governor of Illinois, and Republican Goodwin Knight (*above*), Earl Warren's successor.



ILLINOIS GOVERNOR William Stratton has rejuvenated Republican influence in his home state.



GOVERNOR'S FAMILY lines up for interview—Beatrice, 16, Lily, 24. Connecticut's John Lodge, Mrs. Lodge. Girls and mother wore similar dresses.

GOVERNOR'S DAUGHTER, Wendy, 8, whose father is Michigan's G. Mennen Williams, collects autograph (*below*) from Missouri's Phil Donnelly.



Let **MONEY** be your "good provider"...

FIND OUT HOW TO PROTECT YOUR PAY CHECK

WITH A MONEY DISABILITY EXPENSE POLICY!

If accident or sickness should keep you out of work for any length of time, how long could you pay your day-to-day living expenses without your pay check?

With a MONEY Disability Expense Policy, you wouldn't have to worry. For MONEY could pay you up to \$400 a month tax-free income—even for life—in case of total disability resulting from accident and up to two years when disabled by sickness. Accident benefits begin immediately... sickness benefits can begin as early as the fourth day of illness!

The cost is surprisingly low! For example, the cost for a 40-year-old office worker who qualifies for this policy is only 16 cents a day for each \$100 of monthly income.

MONEY policies are not easy to get. By careful selection of policyholders, MONEY is able to keep exclusions to a minimum and pay benefits fairly and promptly.

Don't let accident or sickness rob you of your income at a time when you need it most. Find out how this MONEY Policy can provide an income to carry you and your family through an emergency.

Mail the coupon below *today!* Our representatives throughout the United States and in Canada stand ready to help you.

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DON'T WAIT—ACT NOW! MAIL THIS COUPON TODAY!

Mutual Of New York, Dept. L-74, Broadway at 55th Street, New York 19, N. Y.

I would like free information about the MONEY policy best suited to cover my needs as follows: (please check.)

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| <input type="checkbox"/> Hospital, Medical Benefits | <input type="checkbox"/> Insurance on My Wife or Children | <input type="checkbox"/> Pay Off My Mortgage |
| | <input type="checkbox"/> Income for My Retirement | |

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LIFE ON THE NEWSFRONTS OF THE WORLD

Builders reap 'windfalls,' Boss Hague meets the law, U.S. and Britain seek West German sovereignty



LEVITT

The Senate Banking Committee, investigating huge profits pocketed by some builders of government-backed housing projects, dug up two outsize examples of the profitable "windfalls." The Levittown, N.Y. housing development, regarded as a model of its kind, made a windfall of over \$5.1 million by getting a \$29.9 million Federal-Housing-Administration-backed mortgage

on its project while building it for \$24,168,000. Another builder, Alfred Gross, told senators his family cleared \$6 million on another New York housing development.

The technique of the windfall as generally followed is quite legal and based on the FHA act. Under it, a builder gets from FHA an estimate of his construction cost and a commitment to insure a mortgage based on this estimate. On this commitment, a banker approves a loan to the builder. Then, if he can, the builder puts up his project at a lower cost than the mortgage. Eventual loser is not the government or the banker, who gets back the full amount of the loan. The victim is the buyer of a house in the project, who has to pay the full mortgage, or the renter of a house, who pays rent based on amount of the loan.



HAGUE HASSLES WITH PROCESS SERVER

Frank Hague, former mayor and boss of Jersey City, was caught by process servers at his nephew's funeral. Hague had been eluding a subpoena in a \$15 million suit brought by Jersey City to recover alleged salary kickbacks from city employees during his rule. Stuck with the subpoena, Hague shouted, "Imagine a gangster outfit serving a summons on me at a time like this!"

A jury of farm people acquitted Dr. Kenneth Small, 31-year-old Detroit dentist, in the killing of his wife's New York suitor. Small testified Mrs. Small returned from a Florida vacation April 4, told him of having met Jules Lack, wealthy industrialist, asked for a divorce. "You don't know how to live," Small quoted his wife. "You're small. I want to live big." Two months later Small walked in on his wife and Lack at a party in a Lake Michigan cottage and fired two bullets into Lack. The jury acquitted Small on grounds that he shot Lack while temporarily insane.



FANFANI PRAYS IN NAPLES CHURCH

Alcide de Gasperi, great political figure of postwar Italy, released his hold on the Christian Democratic Party to the party's current strong man, Amintore Fanfani. In a smooth turnover Fanfani took the key post of secretary general, the 73-year-old De Gasperi the honorary job of president of the party council. De Gasperi is expected to run for the Italian presidency next year as a rounding-out of his political career.

An alternative if EDC fails

Administration officials made it known that the U.S. and Great Britain have decided to seek sovereignty for West Germany if France fails to ratify the European Defense Community treaty by Aug. 15. At present the Bonn sovereignty "peace contract" of 1952 would take effect only on EDC ratification. If the French fail to ratify EDC, U.S. and Britain will seek France's approval on the sovereignty pact alone. If the French reject this too, the U.S. and Britain may proceed anyhow to seek a way to grant German sovereignty. The plan would defer for the time being the question of German rearmament. President Eisenhower was reported ready to call the Senate into special session this fall to ratify a German sovereignty agreement.

After being held for 12 days, seven U.S. soldiers who were seized by Czech border police on the West German frontier, where the GIs had gone on a holiday, were released by the Czechoslovak government.

George R. ("Machine Gun") Kelly, serving a life sentence for kidnapping Oklahoma Oilman Charles Urschel in 1933, died at 59 in the Leavenworth federal prison of a heart attack. Kelly, whose conviction was among the first under the Lindbergh kidnapping law, got his nickname from his ability to write his name on a wall with machine gun bullets.



KELLY

The Administration suffered a surprising defeat last week when the House of Representatives voted down President Eisenhower's health reinsurance plan by 238 to 134. The bill provided a \$25 million fund to underwrite losses of private health insurance groups. The President promptly asked the Senate to appropriate money for the plan, send it back to the House for reconsideration.

Pretty Princess Margaret captivated West Germans on the first state visit of a member of the British royal family to Germany since King George V visited his first cousin Kaiser Wilhelm in 1913. Before lunching with Chancellor Adenauer and President Heuss—the 23-year-old sister of Queen Elizabeth drove through Bonn to delighted shouts of thousands of West Germans, e.g., "Schau, wie schoen!" . . . "Look, how beautiful!"

Funeral of man who named Four Horsemen

The famed "Four Horsemen of Notre Dame" turned up in New York, along with scores of others of the great of sports, at the funeral of the man who named them—the dean and the most beloved of U.S. sportswriters. On the Saturday afternoon of Oct. 19, 1924, Grantland Rice filed the lead to one of the most famous of all sports stories.

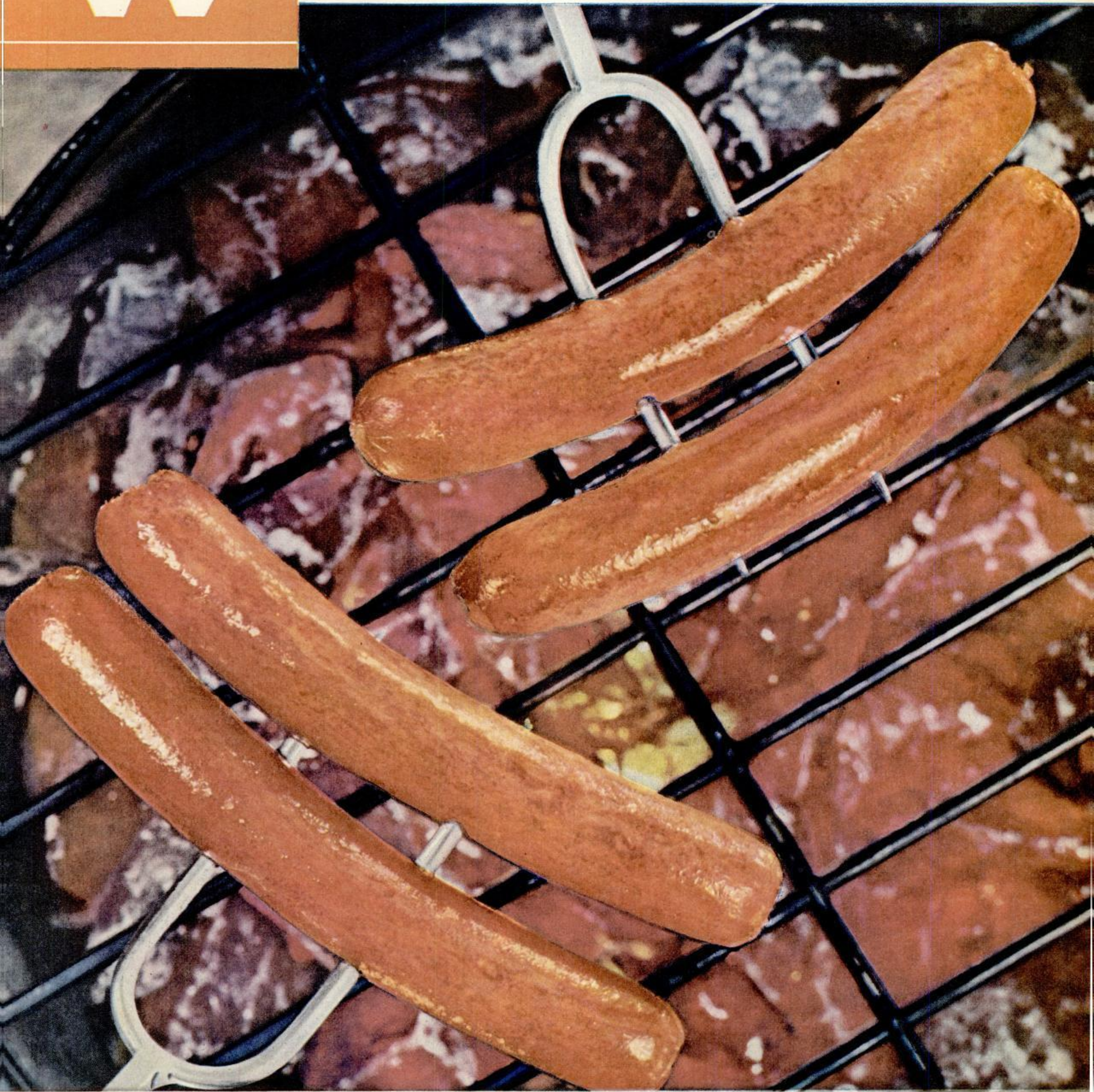
"Outlined against a blue-gray October sky, the Four Horsemen rode again. In dramatic lore they are known as Famine, Pestilence, Destruction and Death. These are only aliases. Their real names are Stuhldreher, Miller, Crowley and Layden. They formed the crest of the South Bend cyclone before which another fighting Army football team was swept over the precipice. . . ."



STUHLDTREHER, CROWLEY, LAYDEN, MILLER

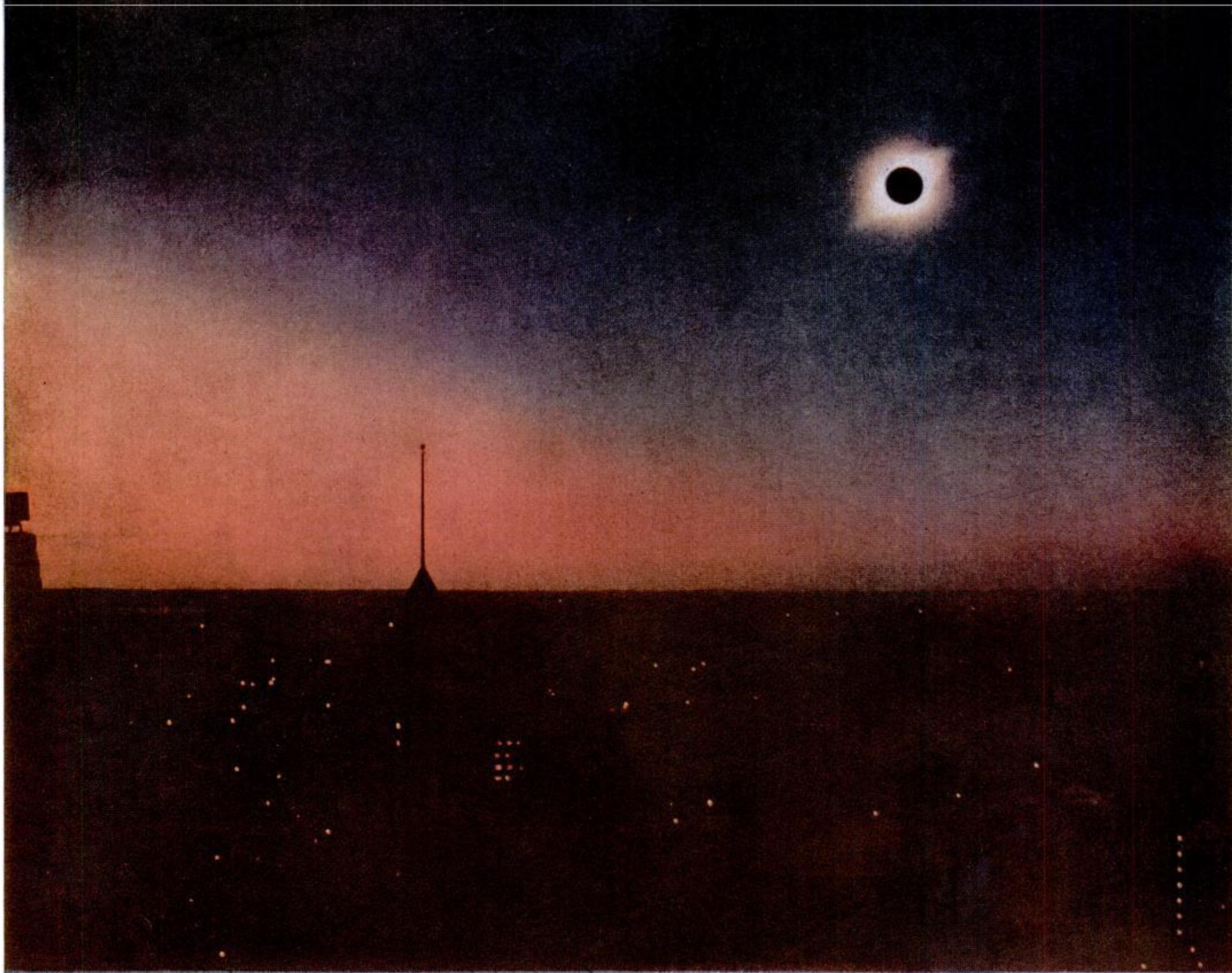
W

WE don't need to tell you how plump and juicy Wilson Franks are. Those golden brown beauties on the grill say it better than words. They're all meat, mild-seasoned, and smoked the special Wilson way . . . fine protein food for the whole family. Pick up a pound or two today!



It's hard to wait when it's
WILSON FRANKS

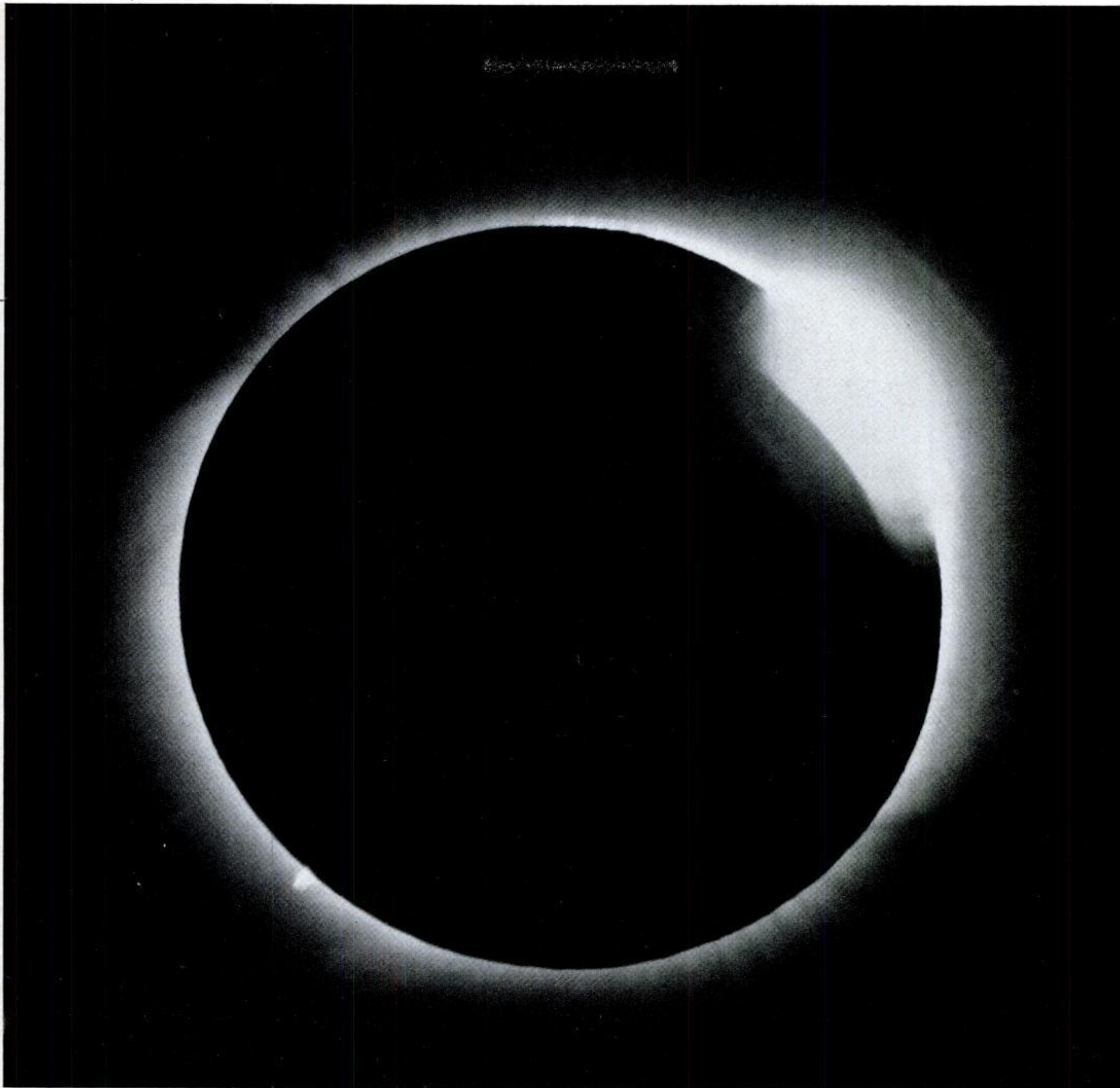
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IN MINNEAPOLIS, MOON COVERS SUN DURING TOTAL ECLIPSE (ABOVE). SECONDS LATER SUN'S LIGHT SPILLS PAST MOON (BELOW) TO PRODUCE A "BAILY'S BEAD"



CERES



INSTANT AFTER TOTALITY CORONA BULGES INTO LARGE BAILY'S BEAD (UPPER RIGHT). A SOLAR PROMINENCE, OVER 25,000 MILES HIGH, IS AT LOWER LEFT

MOON'S SHADOW AIDS SCIENCE

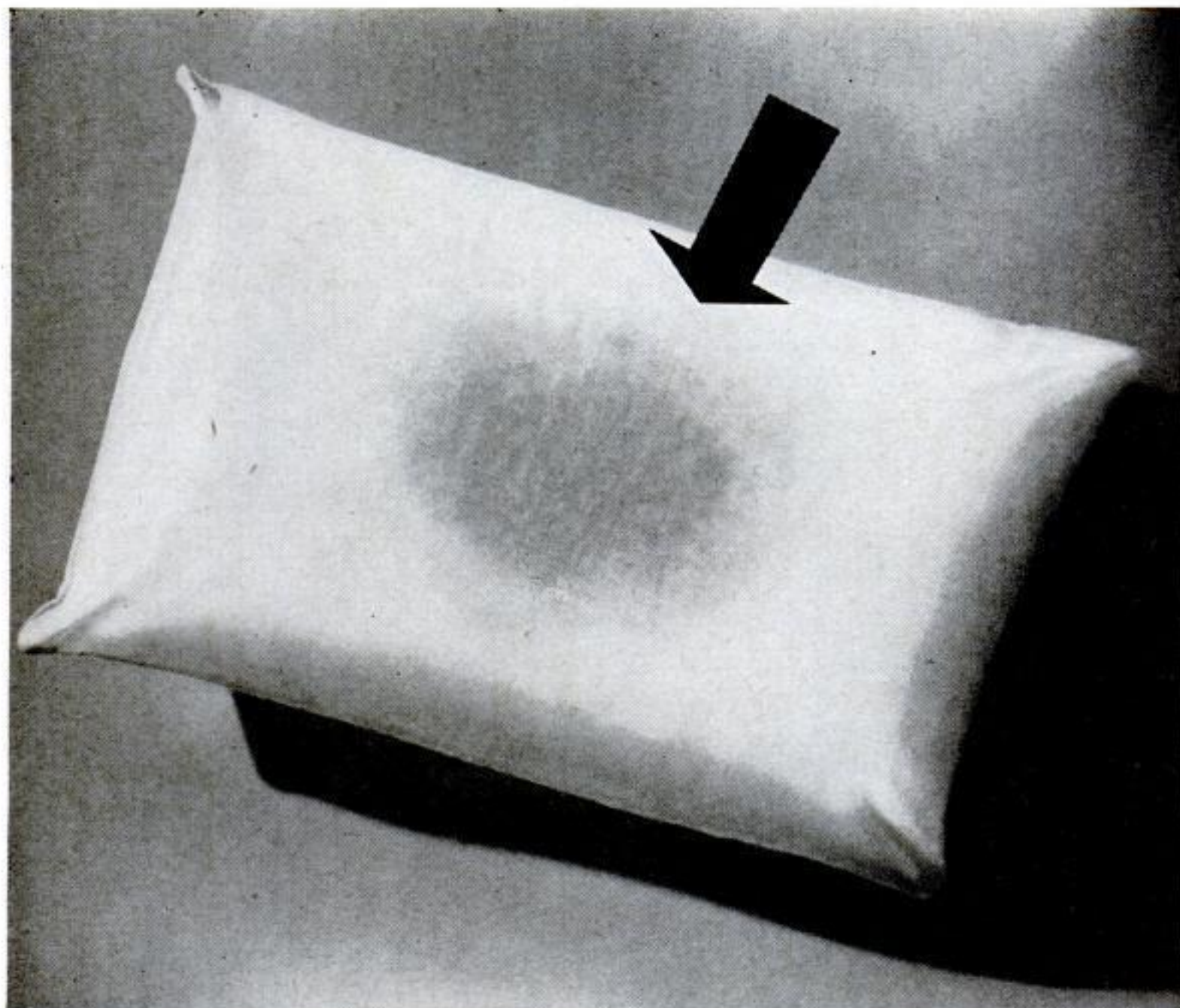
Astronomers use solar eclipse to study sun's heat, earth's size

Scientists consider an eclipse an invaluable celestial tool, far better than any man-made instrument for studying the sun and its effects on the earth. Last week, therefore, astronomers were eagerly developing photographs of the solar eclipse which for a few seconds on June 30 cast a shadow 235,000 miles long and 80 miles wide upon half of the world. While Americans gaped at the eclipse through dark glass and Hindus greeted it with mass immersion (*p. 45*), scientists welcomed it at observation posts that ranged from a freezing plane cabin over Canada to a dust-shrouded plateau

in Iran. As the lunar shadow sped eastward at 3,000 mph, devices recorded the time at which it passed specific spots on earth. This will give geographers a more accurate measurement of the size of the earth, particularly of the width of the Atlantic—a figure necessary if intercontinental guided missiles ever must be used. When the moon totally hid the sun, the sun's gaseous envelope became visible; spectrometers and radio receivers studied its corona and radiation to determine the sun's heat, a temperature reading which could make long-range weather forecasting on earth more accurate.



BAILY'S BEAD before totality is seen in N.Y. Amateur Astronomers' photo. It is a last light flash formed when sun peeks through deep lunar valley.



Wives: Make him a gift of this amazing new hair preparation that *ends* this problem!

Revolutionary new hair dressing

won't grease-stain your pillow cases!

Keeps hair *naturally* neat all day—no “slicked-down” look—and leaves no oily stain!

● Hair experts said it couldn't be done! *But now, 30 years of laboratory experience have done it!*

Thanks to a new formula, this revolutionary new hair dressing, Beau Kreml, does NOT leave harmful, hard-to-get-out oil stains on upholstery, pillow slips, hats—and it keeps hair natural-looking and in place from morning till night.

Two special ingredients!

New Beau Kreml contains an ingredient similar to the natural protective agents in your own hair. Called KR-9, this first special ingredient never lets your hair look greasy, sticky, or shiny!

The second special ingredient has a remarkable “spreading action.” New Beau Kreml goes on in a second and works evenly through your hair—even when wet—with no need for

time-taking massage to get it thoroughly distributed. It makes hair instantly *manageable* . . . keeps all but the most wiry hair in place! New Beau Kreml also relieves dryness in hair and scalp.

Extra easy to wash out, too!

No special lathering is needed. Because new Beau Kreml is water-soluble, it also rinses off your hands and off your comb under plain tap water.

Enjoy new Beau Kreml's wonderful hair control and freedom from those everlasting oily stains. Long-lasting bottle—only 69¢.



Stains on your hat?

If the hair dressing you have been using leaves unsightly grease stains on your hat, now's the time to change to new Beau Kreml!



IF YOU HAVE DANDRUFF, ITCHY SCALP—

Use *regular* Kreml Hair Tonic. This famous product contains *new* anti-septic ingredients that *kill on contact* the scalp parasites commonly believed to be a cause of excessive dandruff. Regular Kreml Hair Tonic in the familiar yellow carton is not subject to the Federal cosmetic tax.

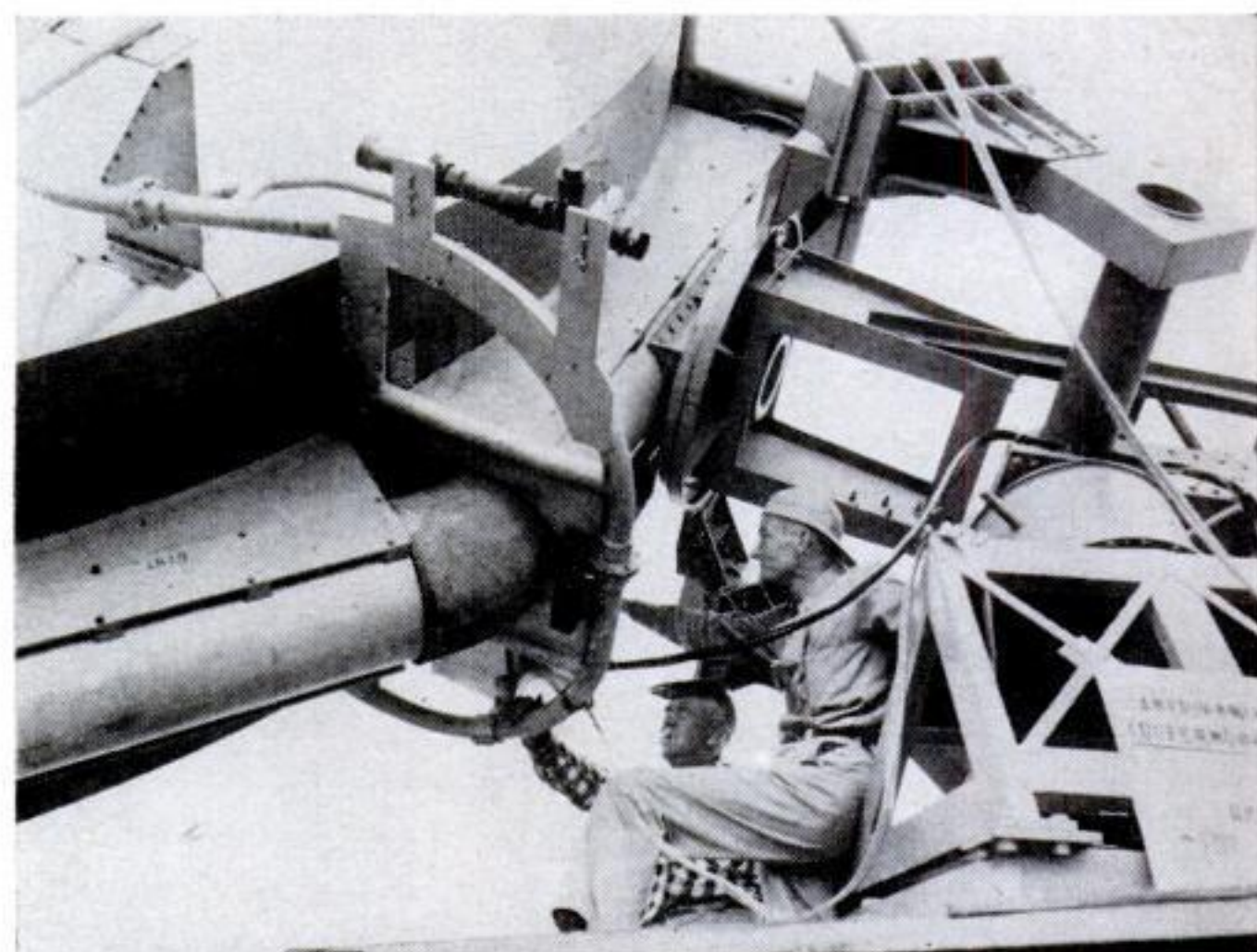
Eclipse CONTINUED



A **SQUAT PARTIAL ECLIPSE** glows over Minnesota landscape 27 minutes before totality. Dense atmosphere close to the horizon refracts light rays from lower half of sun more than from upper half, causing oblate shape.



IMAGES ON HOUSE, showing scores of little crescents among shadows of leaves, resulted when tiny openings between leaves acted like small camera openings, creating reverse images of the eclipse shortly after totality.



NOISE FROM SUN, which dwindled during eclipse, is picked up as radio wave static by receiver in Sweden. Other instruments studied interplanetary dust, probable cause of zodiacal light that streaks from sun at dawn and dusk.

CONTINUED ON PAGE 45

The minute it's out of the oven, you know why new Swans Down beats other cake mixes!



Don't miss this thrill!
Learn why this is the only
mix that wins on all 4
"musts" for homemade cake!

- 1 Homemade size
- 2 Homemade texture
- 3 Homemade moistness
- 4 Homemade taste

Of course, you get a thrill in turning out a big, luscious cake like this! So you'll be interested in the results of these home-baking tests of new Swans Down Mix and all the other leading cake mixes.

In their own kitchens, 4,375 housewives compared new Swans Down with other mixes. Then they voted for their favorite.

Here's the good news: New Swans Down was picked the winner on all 4 "musts" for homemade cake—size, texture, moistness, taste.

We bet you'll pick Swans Down winner, too! And here's one very special reason why—Swans Down wasn't satisfied with the ingredients used by other mixes. So they had ingredients especially made for the new mixes—made to blend just right with your own fresh eggs.

Come on! Whisk together a luscious Swans Down Mix cake today!



Products of General Foods

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DOWN
MIXES | { | WHITE ✓ |
| | | YELLOW ✓ |
| | | DEVIL'S FOOD ✓ |
| | | ANGEL FOOD ✓ |



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buys only one car but drives two!

...Costs so little, too!

At the Hertz station in Omaha, Nebraska, the 24 hour daily rate is \$5.50, plus 8 cents per mile, including gasoline, oil and insurance. The total cost for a trip of 30 miles in one day is only \$7.90, whether one person or five ride. Rates are lower by the week. Rates vary slightly in different sections of the country.

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Simply look in your telephone directory under "H" for your nearest Hertz station. Show your driver's license and proper identification at the station and off you go in a car as private as your own . . . for an hour, day, week, as long as you want. It's as easy as A.B.C.!



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Hertz Rent-A-Car Service is available in Omaha, Nebraska, (above) and at nearly 800 stations in over 550 cities throughout the world. For your convenience Hertz issues Charge Cards to qualified individuals and firms and honors Air Travel and Rail Credit Cards.

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Now serving you in more than 550 cities in the United States, Canada, Alaska, Mexico, Hawaii, New Zealand, Cuba, Haiti, Puerto Rico, the Virgin Islands, Great Britain, Ireland and Switzerland.



ECLIPSE IMMERSION took place in India late in the afternoon, where 500,000 Hindus dunked themselves in Holy Lake Kurukshetra during the spectacle to purge their souls of sin. Hindus believe the sun and moon are beneficent gods who once had a four-armed, tailed demon called

Rahu beheaded because he deceitfully obtained divine nectar. Seeking revenge, Rahu's severed body chases the sun and sometimes, as in this eclipse, catches and devours it. The government had dug six special wells to fill the lake, which was at a low level because of pre-monsoon drought.

BETTER THAN BEER ?



can it be?



Try Carling's Red Cap Ale



... and see!

With an open bottle and open mind—judge this different “light-hearted” ale for yourself. Like the many who have turned to Carling's Red Cap—you'll find it “light” as the smoothest beer, yet “hearty” as only true ale can be. Is it better than beer? Only your own taste can decide. Tonight, open a bottle of Carling's and see!

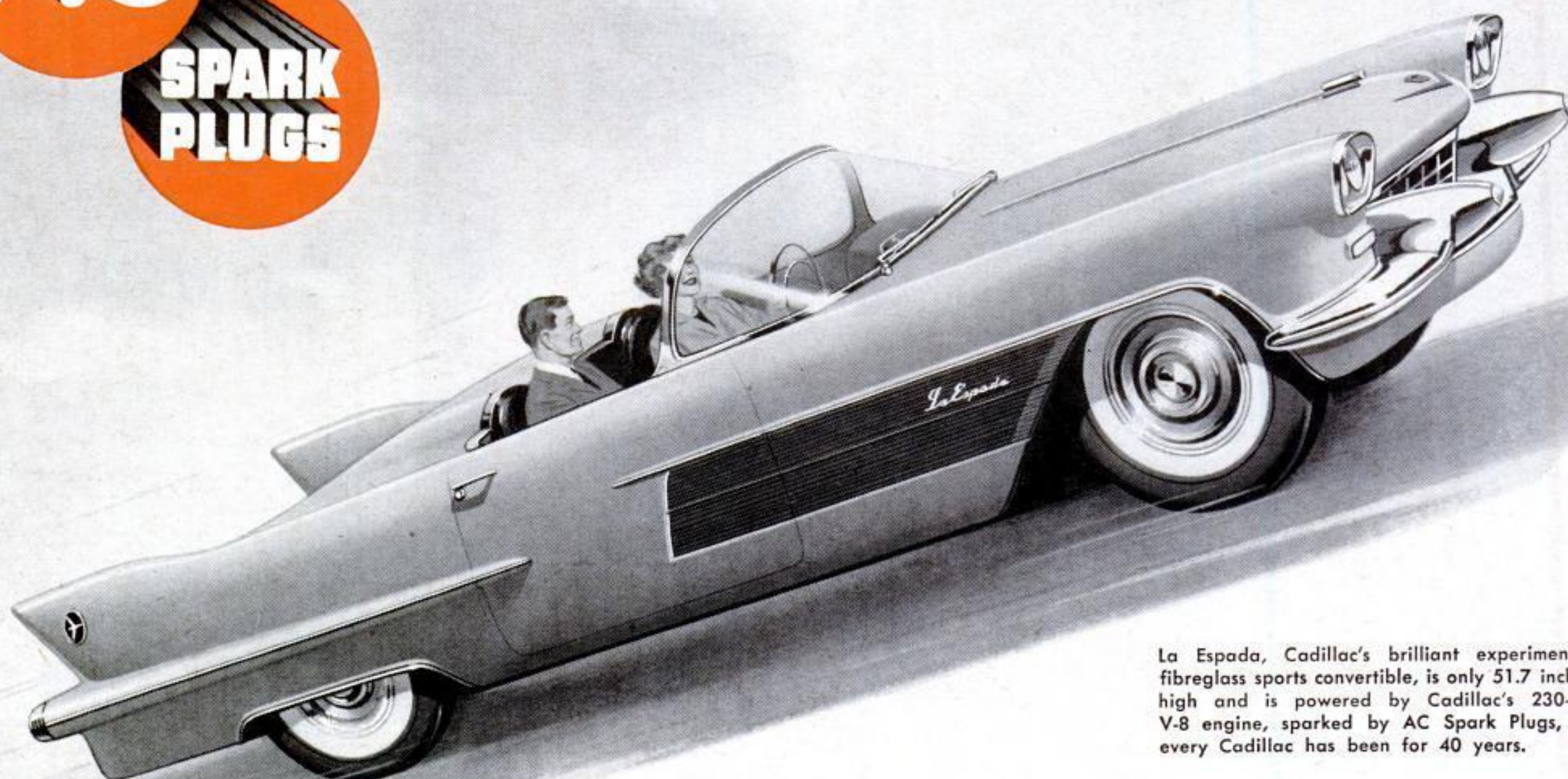


CARLING'S

Red Cap  ALE

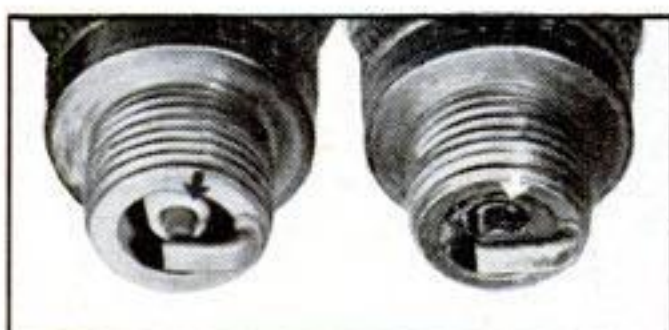
© CARLING BREWING COMPANY, CLEVELAND, OHIO

Giving a Lift to Cadillac's La Espada



La Espada, Cadillac's brilliant experimental fibreglass sports convertible, is only 51.7 inches high and is powered by Cadillac's 230-hp V-8 engine, sparked by AC Spark Plugs, as every Cadillac has been for 40 years.

Your car's performance, too,
will soar with a new set of ACs



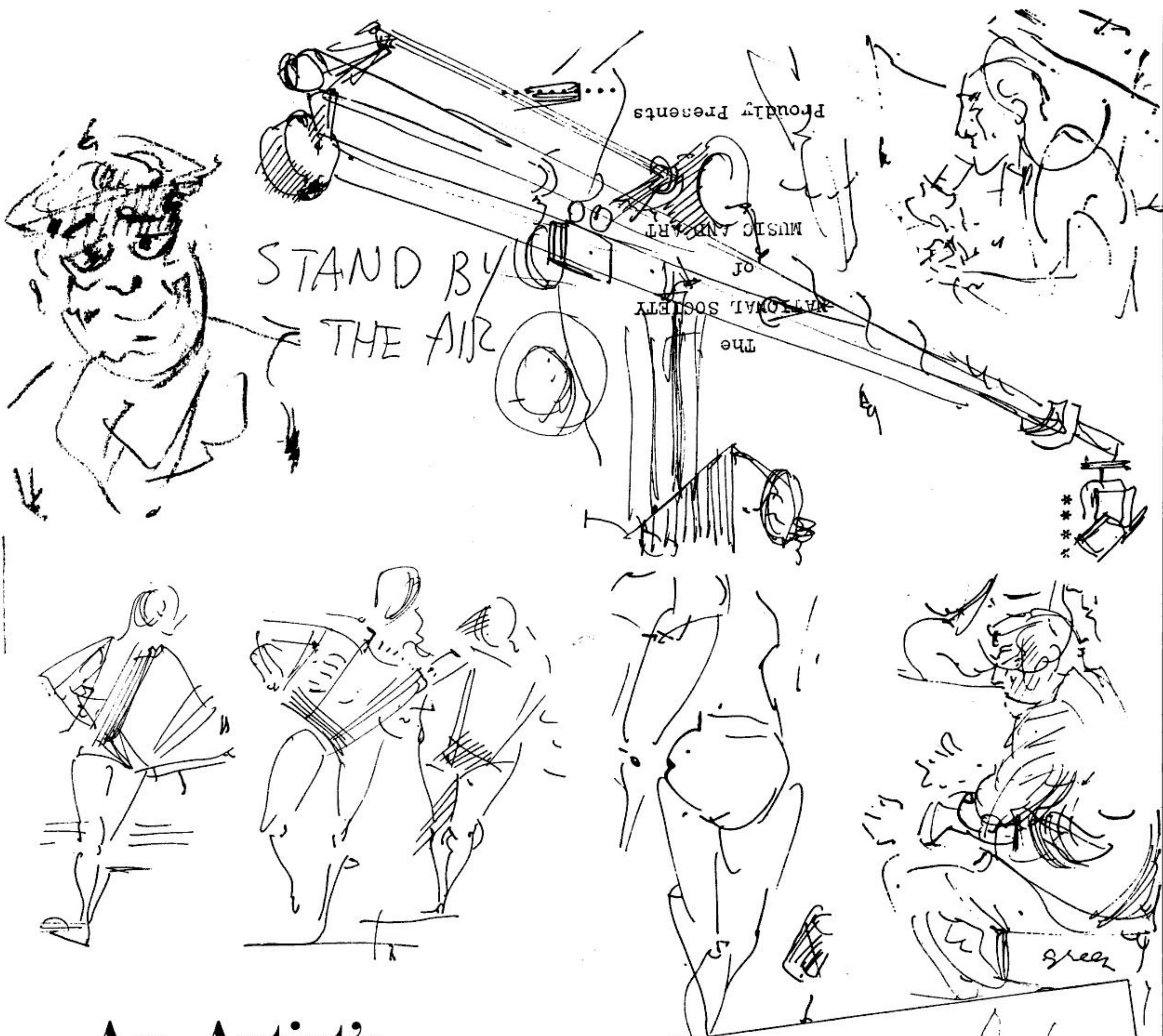
ACs burn away plug-fouling carbon deposits

Unretouched photographs show how AC's extra-strong, patented insulation material permits AC to use longer, thinner, recessed insulator tips (see black arrow at left) which heat up rapidly to burn away oil and wet carbon deposits, which can interfere with performance when they form on ordinary short, thick types, as shown by white arrow at right.

The AC Spark Plugs which keep La Espada's performance as keen and flashing as its appearance are also available for *your* car. They have the wonderful AC self-cleaning patented insulator which maintains new car power and saves on fuel. ACs stay cleaner longer and this freedom from fouling enables them to keep on firing smoothly. This means easier starting, smoother acceleration and gas savings ranging up to one gallon in ten. Yes, the spark plug that sparks the engine of the sports car of tomorrow can be just as efficient in your car today! The next time you change plugs, ask the attendant to install ACs with the patented insulator which has made all other types outmoded.

AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION

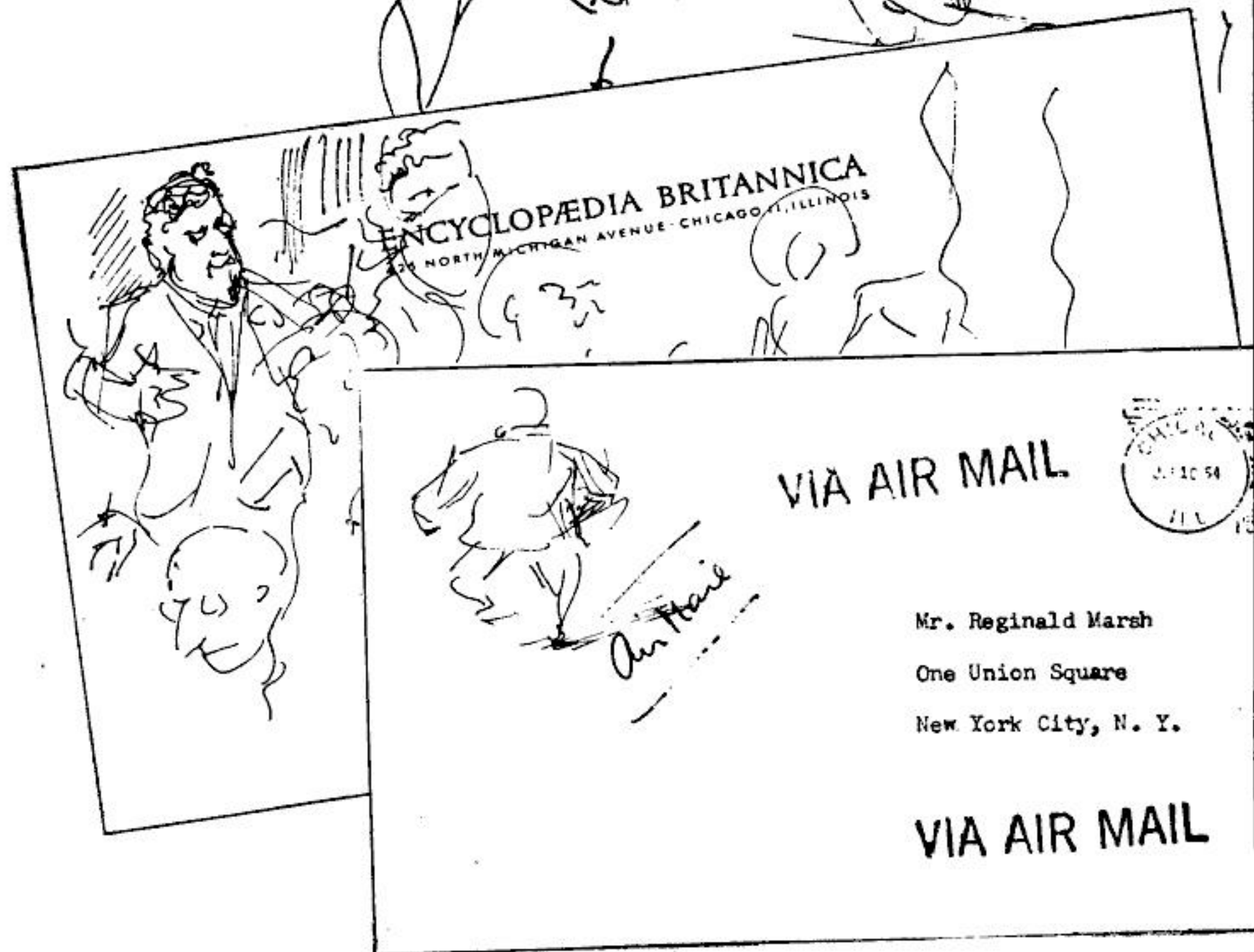
STANDARD FACTORY EQUIPMENT ON CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • GMC



An Artist's Last Sketches

MARSH DREW TV TURMOIL

When Reginald Marsh, one of America's most noted artists, died of a heart attack this month at the age of 56, he had just started a new job for LIFE: a backstage rehearsal scene of a big TV musical. It was a scene that combined two of Marsh's great talents: his artist's eye for pretty, down-to-earth girls and his reporter's eye that had prompted LIFE to seek his services on assignments. Marsh, who had never been inside a TV studio before, did preliminary work for his job by visiting rehearsals of the CBS *Jackie Gleason Show*. On bits of paper and old envelopes (right) he made dozens of two-minute sketches, including one of Gleason himself (top left), some of which he planned to use later in his painting. On this page LIFE presents a few of these notes, which, brief as they are, show the humor and vitality that go on living in Marsh's art.



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NESTLÉ'S Quik!
 MAKES
CHOCOLATE MILK



SO QUICK!

No beating, no shaking,
 just add 2 heaping teaspoons.



SO CHOCOLATY!

Specially made to *add*
 to cold milk. Stays chocolaty
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SO DELICIOUS!

Nestlé's and only Nestlé's
 gives you that true, rich
 chocolate flavor—that delicious
 chocolate-bar smoothness.



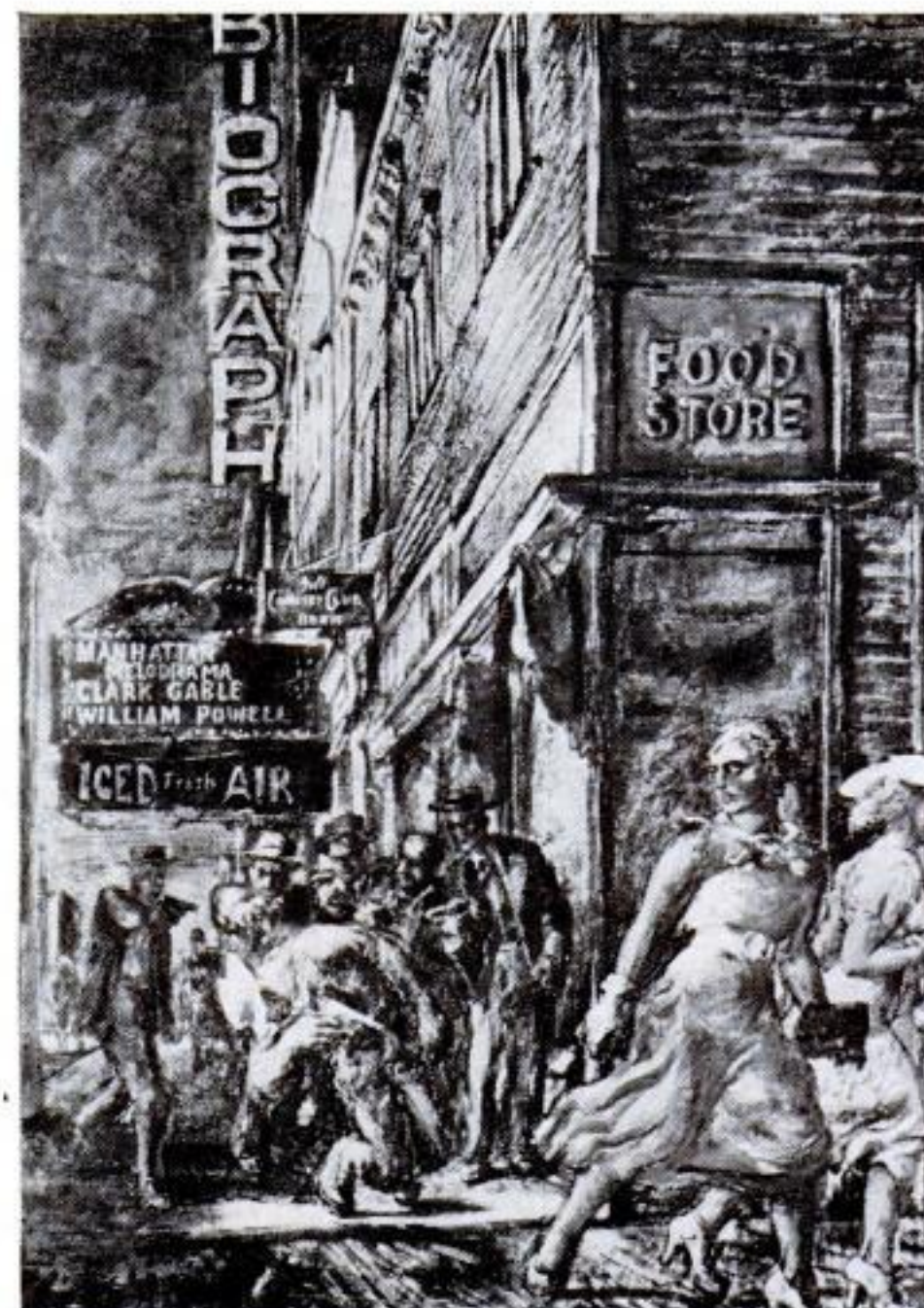
Kids and grown-ups drink
 more milk when you make
 Nestlé's Quik-Me-Ups.

Get Quik Today!



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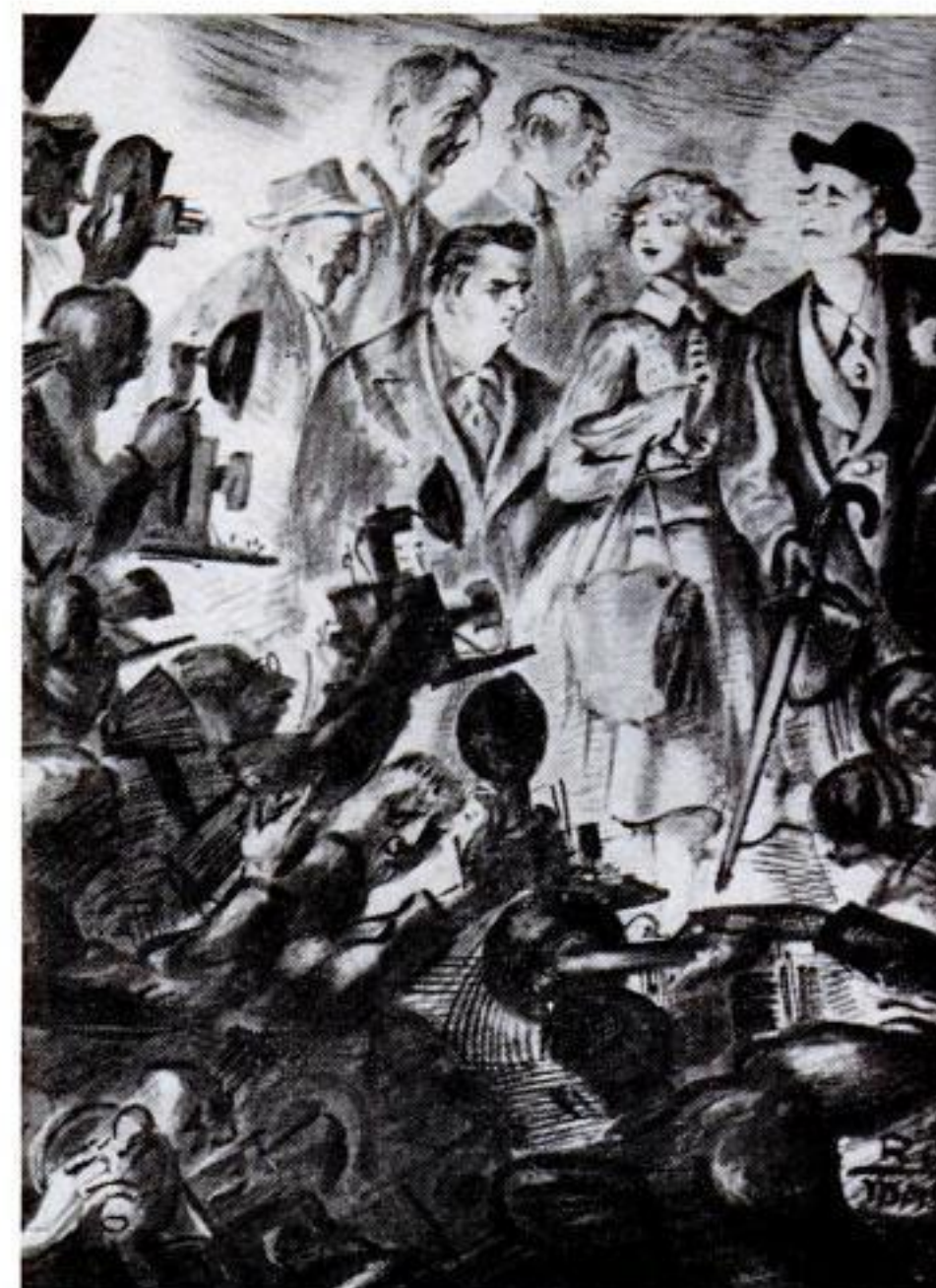
MARSH CONTINUED



DILLINGER'S DEATH which Marsh did for LIFE in 1940, shows crook shot as fleeing betrayer looks back.



A GOOD REPORTER of the city scene, Marsh (second from left) used to go to New York's Bowery to sketch figures and faces he used in his paintings.



JELKE TRIAL, painted by Marsh for LIFE in 1953, shows Jelke (center) next to his girl friend, Pat Ward.

Black-and-white snapshots

Color snapshots

Flash snapshots

you get all 3 with these Kodak cameras

grand to give or get...for birthdays...weddings
...anniversaries...for all the good times ahead



Kodak Pony 135 Camera, Model B, \$34.75

Here's a miniature camera with new, easy, no-thread loading. Its sharp lens gives you crystal-clear black-and-white prints—and (with Kodachrome Film) those wonderful little color slides, so crisp and brilliant you can hardly believe your eyes. You can project them and also have color prints made from them. Flashholder, \$7.95.



Brownie Hawkeye Camera, \$6.95

More than three million people have bought it... just in the last two years. Reason? Because, while it's just as simple and sure as you expect a Brownie to be, it gives you daylight snaps and flash shots... in black-and-white or full color. It's the slickest Brownie camera ever, Flashholder, \$4.



Kodak Duaflex III Camera, Kodet Lens, \$14.95

You line up your picture in that big hooded viewfinder at the top—there's your subject big and clear, just as it looks in a finished snapshot. As easy to use as a Brownie camera. Safety shutter prevents double exposures, so you don't take one picture on top of another. With Kodar f/8 Lens, \$22.50. Flashholder, \$4.

Prices include Federal Tax where applicable and are subject to change without notice

Many Kodak dealers offer convenient terms

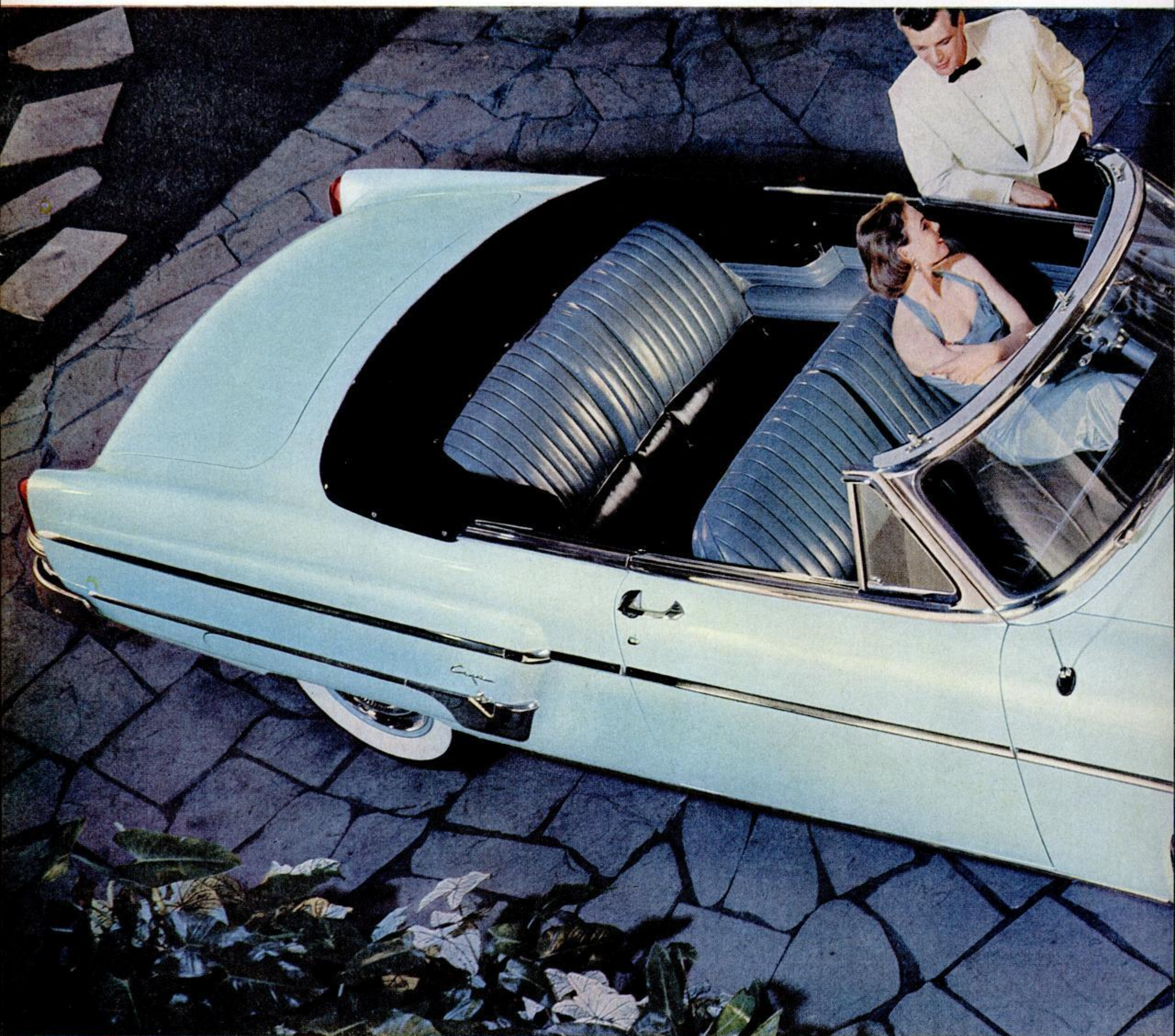
Kodak Film is planned to make picture-taking simple, easy, sure, at the click of a button. For black-and-white snapshots, look for Kodak Film in the new, thrifty Duo-Pak. Two rolls of film—one for your camera, one for a spare—in the popular 620, 120, and 127 sizes. Also available in single rolls. For full-color snaps, use Kodacolor Film—comes in all 6 popular sizes.

Eastman Kodak Company, Rochester 4, N.Y.



THE GROWING TREND TO LINCOLN

LINCOLN SAYS SO MUCH



This is the Lincoln Capri Convertible in Canterbury Green with genuine leather upholstery in green and black. Lincoln offers you a full range of other luxurious trim combinations and colors.

LINCOLN is for the man—or woman—who prefers automotive style that is sweepingly beautiful and eminently distinctive.

That's why Lincoln purposely avoids useless bulk, bulging fenders, and chrome doodads. That's why you'll note a special quality that is Lincoln's alone in the fine car field.

You see it, for example, in the handsome hood, designed *low* for easy vision rather than *high* for ostentation. It's in the functional design of the massive bumper-grille. It's in the striking new rear deck, and in the integrated tail lamp assembly (which includes taillight, turn indicator, stop light, and back-up light all in one). But Lincoln has moved

ahead in another area—*performance*. And here is further reason why more and more people are buying Lincolns.

Let's look at the factual record. For the last two years Lincoln has won the first four places in the stock car division of the Mexican Pan-American Road Race. And Lincoln took first in its class for the 4th straight year in the Mobilgas Economy Run. There are many exclusive Lincoln reasons for these victories.

Lincoln takes curves with a sure control that cannot be matched by any other fine car in America. It has a precision-balanced chassis, plus ball-joint front wheel suspension which is found only in Lincoln

ABOUT YOU—SO BEAUTIFULLY



in the fine car field. And the Lincoln V-8 engine is considered by experts to be the best example of high output, low friction design on the market. But there's only one sure way to *know* Lincoln.

Accept your Lincoln dealer's invitation to take a good close look at Lincoln's beauty. Then take a drive—a long drive in traffic and on the open road. Test this fine car under every condition. Then you will really discover how modern your driving can be—in a Lincoln or a Lincoln Capri.

LINCOLN DIVISION • FORD MOTOR COMPANY

LINCOLN

DESIGNED FOR MODERN LIVING—POWERED FOR MODERN DRIVING

Have yourself an **ANNIE OAKLEY** *

*TRADE-MARK

BARBECUE

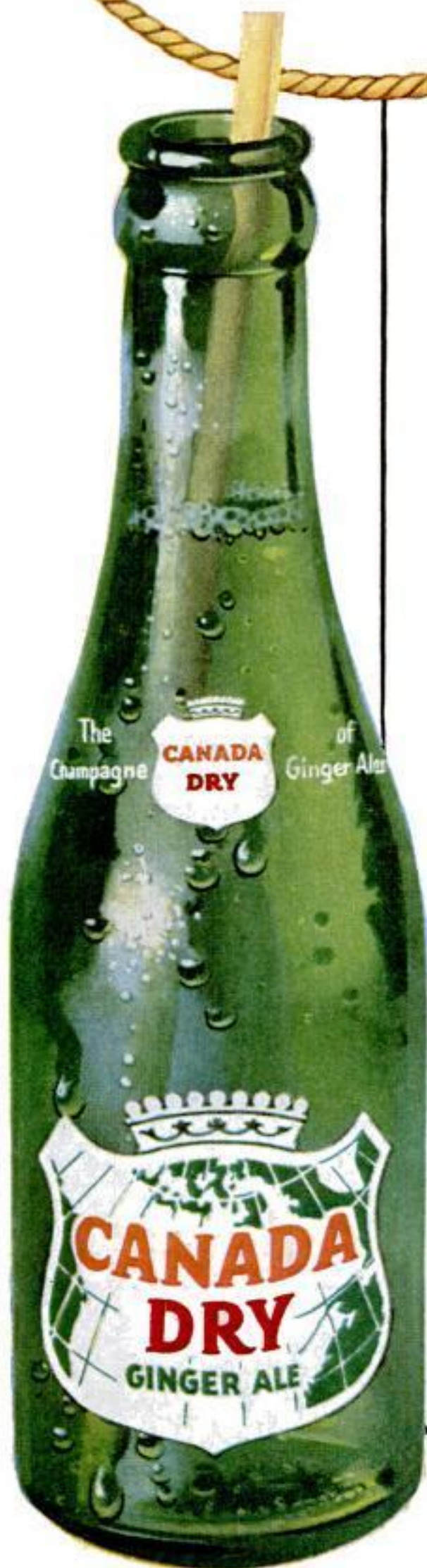
—lead off with these wonderful new
HAMBURGERS and **HOT DOGS**

—top off with **AMERICA'S**

Ginger-Upper!

Eat up . . . drink up . . . team up your hamburgers and hot dogs with America's Ginger-Upper. Here's just the drink to make those sizzling masterpieces taste extra delicious. Not too sweet, not too dry . . . you'll find Canada Dry

Ginger Ale a real appetite-builder. And you won't wind up feeling overstuffed, either, because America's Ginger-Upper is a pure, wholesome, *light* beverage. Put a couple of cartons at the top of your barbecue shopping list today.



HAMBURGER DELIGHTS—Combine 1 pound of hamburger and a chopped onion in skillet. Fry until onion is light brown; add $\frac{3}{4}$ cup water, an 8-oz. can tomato sauce, salt and pepper to taste and a pinch of garlic salt. Cook, uncovered, stirring often, about twenty minutes. Yield: Filling for 8 split hamburger rolls. Serve with pickle slices . . . and delicious Canada Dry Ginger Ale.

FRANK ROLL-UPS—Make a lengthwise gash in each frankfurter. Spread gash with mustard or chili sauce; stuff with thin slivers of store cheese, canned pineapple tid-bits, or a mixture of grated cheese and grated onion. Wrap each frank in a bacon strip; secure with toothpick. Cook over grill, turning, till bacon is crisp. Tastes great with America's Ginger-Upper.



PICKLE HAMBURGERS—Divide 1 pound of hamburger into four parts. Slice a dill pickle lengthwise into 4 parts and shape hamburger over slices. Cook in skillet over slow fire, turning, until brown on all sides. Serve between split toasted frankfurter rolls. Pass mustard, catsup or chili sauce . . . and America's Ginger-Upper.

BARBECUE HAMBURGERS—Allow 1 pound of hamburger for 4, $\frac{1}{2}$ -inch thick patties. Shape patties and broil or pan fry. For a quick sauce combine $\frac{3}{4}$ cup chili sauce, $\frac{1}{4}$ cup piccalilli, a dash of Tabasco and a pinch of garlic salt in a pan and heat. Serve meat covered with sauce on split, heated hamburger rolls. Enjoy with Canada Dry Ginger Ale.



SEE
ANNIE OAKLEY
ON TV

MOUNTAIN MUSICAL



BROTHER CALEB (MATT MATTOX) BOUNCES HIGH IN THE AIR AT A ROLICKING DANCE CONTEST THE SEVEN PONTIPEE BOYS HAVE WITH LOCAL SWAINS

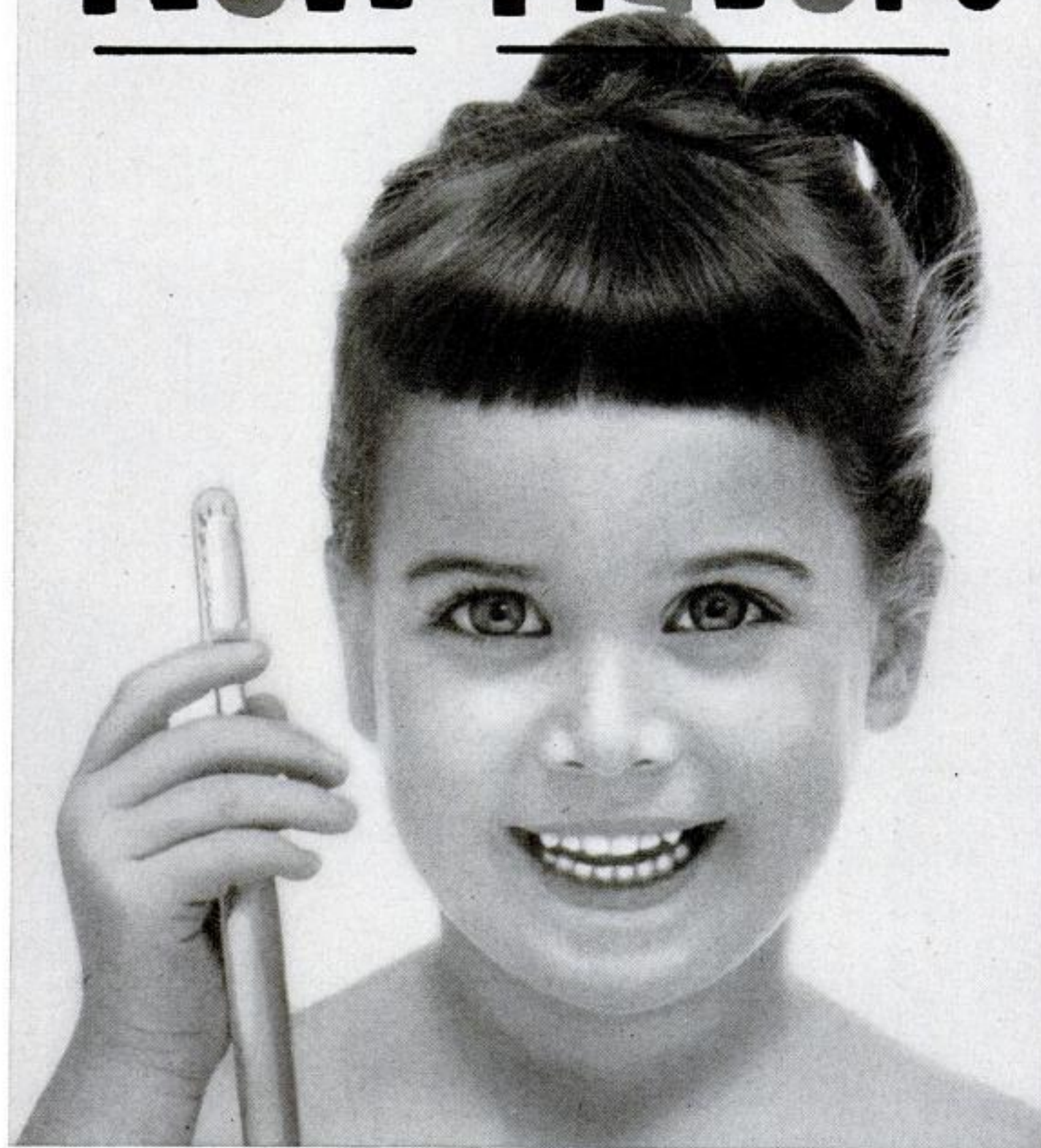
'Seven Brides' film has fun with ancient story

Pleasantest surprise in a movie blue moon is a gay, offbeat piece of backwoods whimsy called *Seven Brides for Seven Brothers*. It is based on a plot some 2,000 years old, Plutarch's story of the rape of the Sabine women by Roman soldiers, which Stephen Vincent Benét turned into a delightful folk tale of the Tennessee Valley called "The Sobbin' Women." M-G-M moved the Benét locale to Oregon, filled it out with a catchy musical score by Gene de Paul, adult lyrics by Johnny Mercer, an inspired

set of dance numbers by Choreographer Michael Kidd. In a felicitous piece of casting they put Howard Keel and Jane Powell in the leading roles. And they wound up with a midsummer hit on their hands.

For all the changes the classic story still stands up, this time as the tale of the Pontipee brothers, six red-haired mountaineers who are so taken with the pretty bride the seventh brother brings home to do the chores that they follow an ancient precedent to get brides for themselves.

GEE! New Flavor!



GOSH! Kids and grownups go for New Flavor Pepsodent! Tastes so refreshing. 😊 That's not all! Because of its exclusive formula, with Irium ⚡—New Pepsodent gets teeth cleaner and whiter than any other leading toothpaste. 🏆 And you know cleaner teeth mean cleaner breath, healthier teeth—a prettier smile!



Have you tried Pepsodent chlorophyll—or tooth powder?

your own proof is the

Clean Mouth Taste for Hours

MOUNTAIN MUSICAL CONTINUED



HAPLESS BRIDE Jane Powell, thinking she was going to have one man to cook for (Howard Keel, center), finds that she is stuck with his six wild mountaineer brothers. She decides to tame them.



BEREFT OF CLOTHES which new bride stole for laundering, embarrassed brothers refuse to give up winter underwear. Too hungry to hold out, they finally come to breakfast wrapped up in blankets.



A TEST OF MANNERS comes when one brother, Tommy Rall, is hit by plank at barn raising. Coached not to fight if he wants to woo town girl, Rall begs his assailant's pardon. But the fight starts anyway.

CONTINUED ON PAGE 57

"Summer Picnic,"

by

Douglass Crockwell

Number 97 in the series, "Home Life in America"



In this friendly, freedom-loving land of ours... *Beer Belongs—Enjoy It!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
Sponsored by the United States Brewers Foundation... Chartered 1862



Imagine a Motor Oil that BOOSTS GAS MILEAGE UP TO 23%*

In Effect Adds Octanes to Gasoline!



TODAY, there is documented proof that New Mobiloil Special *actually boosts engine power*—equivalent to raising gasoline performance up to 5 octane numbers.

By raising efficiency and cutting waste, New Mobiloil Special also *increases gas mileage up to 23%* and *adds years to the life of any engine!*

After just 2 crankcase changes, this amazing new kind of motor oil has given engines—which “knocked” badly before—new-car pep and knock-free power.

In hundreds of cars, New Mobiloil Special reduced the octane requirement of every type of engine tested—which, in effect, is the same as adding octanes to the gasoline used.

- New Mobiloil Special cleaned up engines of all ages and kept them clean as no other oil ever has before.
- It corrected or relieved engine knock, pre-ignition “ping” (most common in late model cars), and spark plug misfiring.
- It reduced rate of corrosive and mechanical wear to practically zero.
- It provided instant starts in sub-zero cold and complete protection at abnormally high temperatures.

This single oil is recommended for use in any climate, any season, in place of SAE 5W—10W—20W-20 or 30 motor oil.

While New Mobiloil Special is priced higher than regular-quality motor oils, car owners will find that the extra power, extra performance and extra economy they get will more than pay back the small extra cost. Change to New Mobiloil Special . . . it's like adding octanes to your gasoline!

* In identical road tests, using fleets of vehicles—New Mobiloil Special reduced gasoline consumption—increased miles per gallon up to 23%—over results obtained with conventional high-quality SAE 20 motor oil.

NEW Mobiloil Special

Mobiloil Special—Under API Classification recommended “For Services ML, MM, MS, DG.”

**The Best Lubricant for Any Car, New or Old—In Extreme Heat
or Sub-Zero Cold! Now—at Mobilgas Dealers—Car Dealers—Garages!**

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION





OFF TO STEAL BRIDES when politer means fail, brothers ride to town. They get idea from story about Romans—they called it story of "The Sobbin' Women"—in book new sister-in-law brought.



STOLEN BRIDES over their shoulders, two of the brothers rush back to the family sled. The outraged townspeople chase them up into the hills, but an avalanche bars pursuit until spring thaw sets in.

CONTINUED ON NEXT PAGE

new

The first anti-perspirant
deodorant stick
with a skin-tonic base!

feels frosty ...
not waxy

Cool as snowflakes! Just stroke it on—odor gone, underarms *stay* dry! New Fresh Stick Deodorant is the refreshing way to complete deodorant protection. Special, effective anti-perspirant ingredient is blended with a skin-tonic base. So gentle, so pleasant to use . . . it's not waxy. Safe for fabrics. Use daily.

Memo to wives . . . buy one for him, too.

only 49¢ plus tax!

FRESH STICK DEODORANT

keeps you Lovely to Love Always!

Fresh is a registered trademark of The Pharma-Craft Corporation

Cuts
tape
for
you!



Red Cross
Adhesive Tape
in the new

Cut-Quick
Roll



ZIP and it's cut!



1 Pull



2 Close safety cutter



3 Cut

Johnson & Johnson

No connection whatever with
American National Red Cross

MOUNTAIN MUSICAL CONTINUED



THE SOBBIN' WOMEN are rescued by the scandalized bride from her uncouth brothers-in-law, who complicated matters by forgetting to steal a parson. They are banished from the house until spring.



UNDERWEAR BALLET by snowbound maidens signalizes the end of their annoyance with the high-handed brothers. Like the legendary Sabines they soon did not want to go back to their old homes.



FORCED WEDDING occurs when rescue party arrives. A baby (the first bride's) is heard and when asked by fathers (background) whose it is each of the six girls says "Mine!" So all six get married.

Desert Sunshine by Palm Springs · Hat and Stole by Mr. John · Convertible by Chevrolet · Body by Fisher

Miles-ahead style! Exclusively yours in Bodies by Fisher — whose rightness of fit and ruggedness of build bespeak the extra millions of dollars expended on new production techniques! For sheer beauty of design, safety and enduring value, you're investing wisely when you choose a car with — Body by Fisher.

"Be careful . . . drive safely"



on cars only: CHEVROLET · PONTIAC · OLDSMOBILE · BUICK · CADILLAC

See what a G-E Upright



Save on food bills!

Many G-E Freezer owners say they save \$120 and more each year. One way is by buying meats and other foods in season when prices are low.



Shop only when you want to!

With a G-E Freezer you can avoid bad-weather shopping trips altogether. And—you'll find you shop far less often.



All meals are easier to prepare!

Your G-E Food Freezer saves you time and energy—lets you live *so much better*. And there's no last-minute preparation of food.

Only General Electric gives you these new, exciting conveniences and fingertip advantages!



Ice cream ready for serving!

Special Ice Cream Conditioner keeps a gallon and a half of ice cream at scooping temperature.



Fruit juice at your fingertips!

New frozen juice dispenser keeps 16 cans of frozen fruit juice within easy reach.



Handy, sliding shelves!

Adjustable, sliding shelves glide out, making it easier to reach things at back of freezer.



A place for bulky packages!

A hidden Stor-well at the bottom of the freezer holds bulky items such as hams and turkeys.

*After small down payment. See your G-E dealer for exact terms. Prices and specifications subject to change without notice.

GENERAL  ELECTRIC

Freezer will do for your family!



Holds 525 pounds!

Yet this new 15-cubic-foot G-E Upright Freezer takes less than one square yard of floor area. Choose from a complete line of upright and chest models.

ABOUT
\$504*
WEEKLY

So very dependable, too!

Every G-E Freezer has the same type of sealed-in refrigerating mechanism that has kept 3,500,000 G-E Refrigerators operating so efficiently for periods of 10 years or longer. General Electric Company, Appliance Park, Louisville 1, Kentucky.



Today's active people want

Light Refreshment

MAYBE it's the popularity of the beaches that's helped to make the world so figure-conscious.

Or maybe it's today's finer figures, and the pride their owners take in them, that have made the beaches popular.

Either way, the reason Pepsi-Cola is in greater favor than ever today, at beaches and everywhere else, is the fact that Pepsi has adapted itself to the modern desire to stay trim and fit.

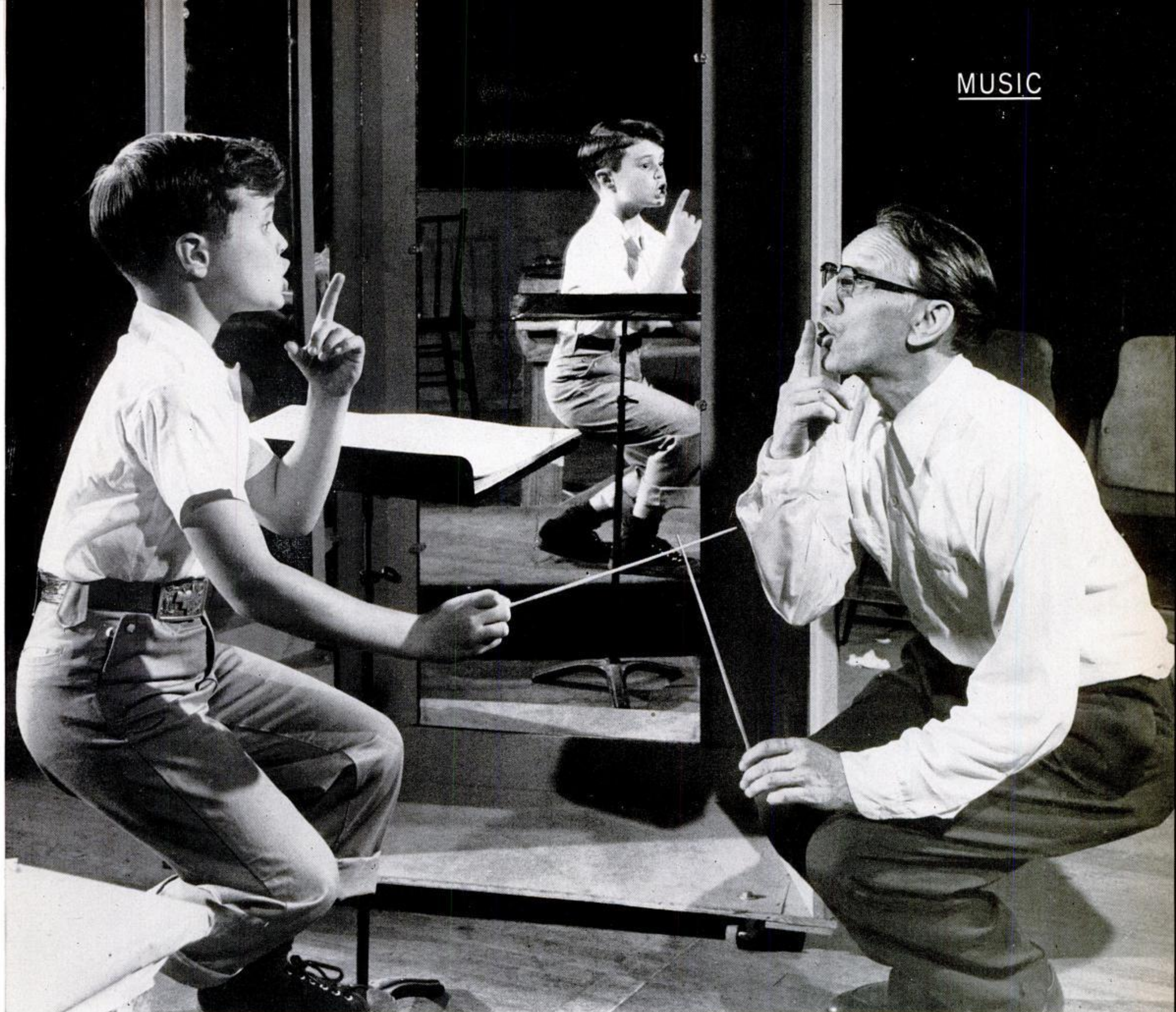
Today's active people prefer lighter foods, lighter beverages. And today's Pepsi-Cola, never heavy, never too sweet, is reduced in calories for today's sensible taste in diet.

It is the modern, the light refreshment. You'll find Pepsi-Cola everywhere, in the familiar economy bottle that serves two people, or in the smaller, single-drink size, just right for one.

Have a Pepsi. It refreshes without filling.

Pepsi-Cola
refreshes
without filling





NINE-YEAR-OLD FOREST J. PETERSON BENDS HIS KNEES, ROUNDS HIS LIPS TO AN "O" AND EMULATES INSTRUCTOR WEBB'S DEMONSTRATION OF PIANISSIMO

CLASS OF BUDDING BATONEERS

Mirrors help Houston youngsters learn conductor's art

For the past year eight young musicians of Houston, Texas have been standing before mirrors to beat the air fervidly at their own reflections and at an intense man gesticulating alongside. The youngsters are members of the Houston Youth Symphony, learning, under the direction of Conductor Howard Webb, how to lead an orchestra. A former operatic tenor who believes conductors should start young, Webb has taught his pupils how to handle a baton, how to read a whole musical score, how to move their bodies forcefully but gracefully. He has given them his own versions of what they should be getting the orchestra to do—at a crescendo "pull out the sound," at a

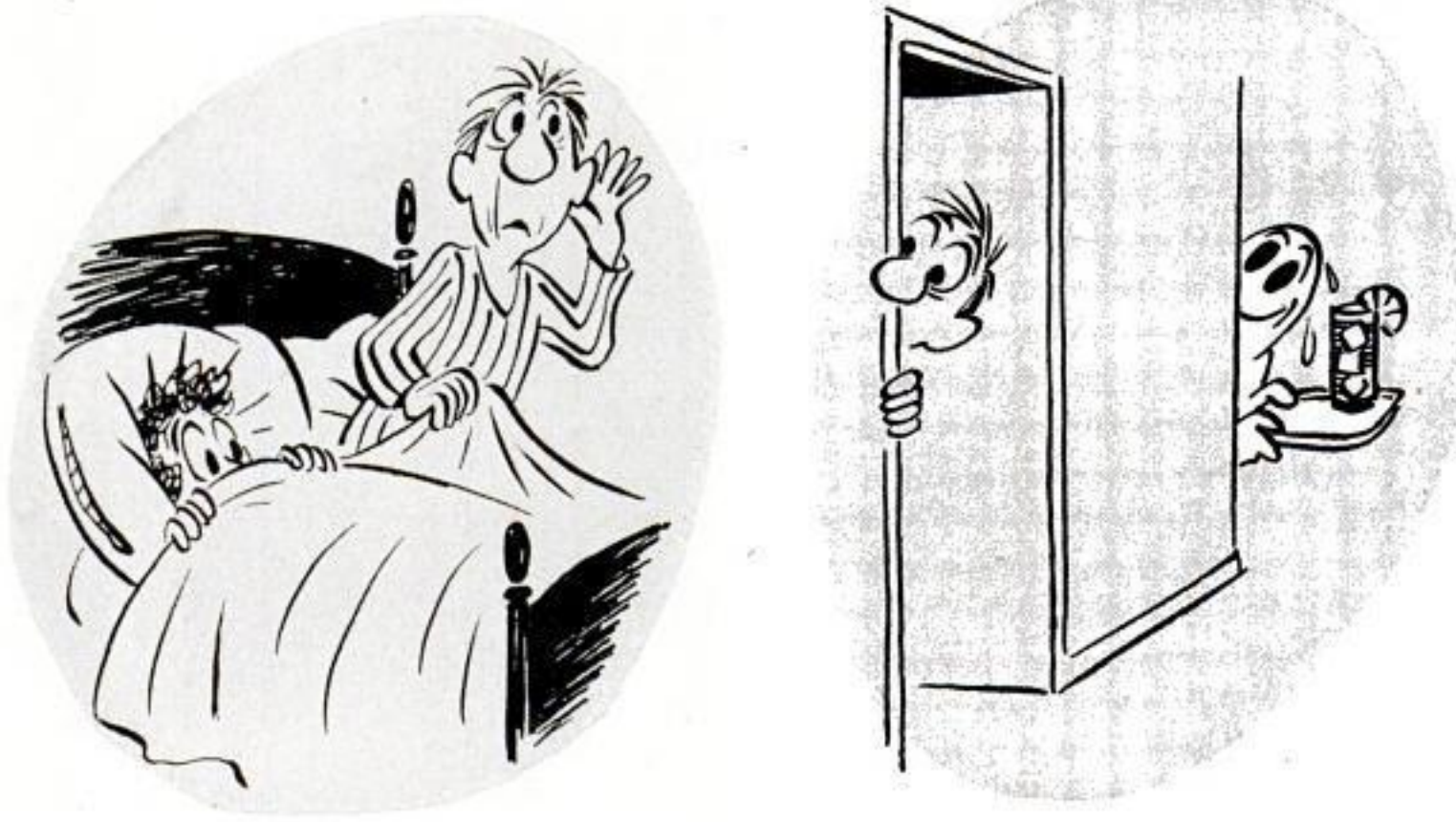
sudden loudness of a *sforzando* "bat the ball."

Using recordings for sound and the mirror for self-scrutiny, Webb's fledglings respond to his active instructions with eager, if sometimes awkward, imitations (*following pages*). But they have made noticeable progress and all have led small orchestral ensembles in practice sessions. The star of the first conducting class has been its youngest member, Forest Peterson (*above and right*), who has been studying the piano since he was 4 and also plays the violin. During the next season young Peterson will get up on the podium and wave his baton at the full orchestra in a public concert. Says he, "I like that real heavy deep music."

CONFIDENT STANCE is assumed by talented Forest. He demands volume with urgent gestures.



Gaylord the Ghost



AH—TENDER LEAF TEA

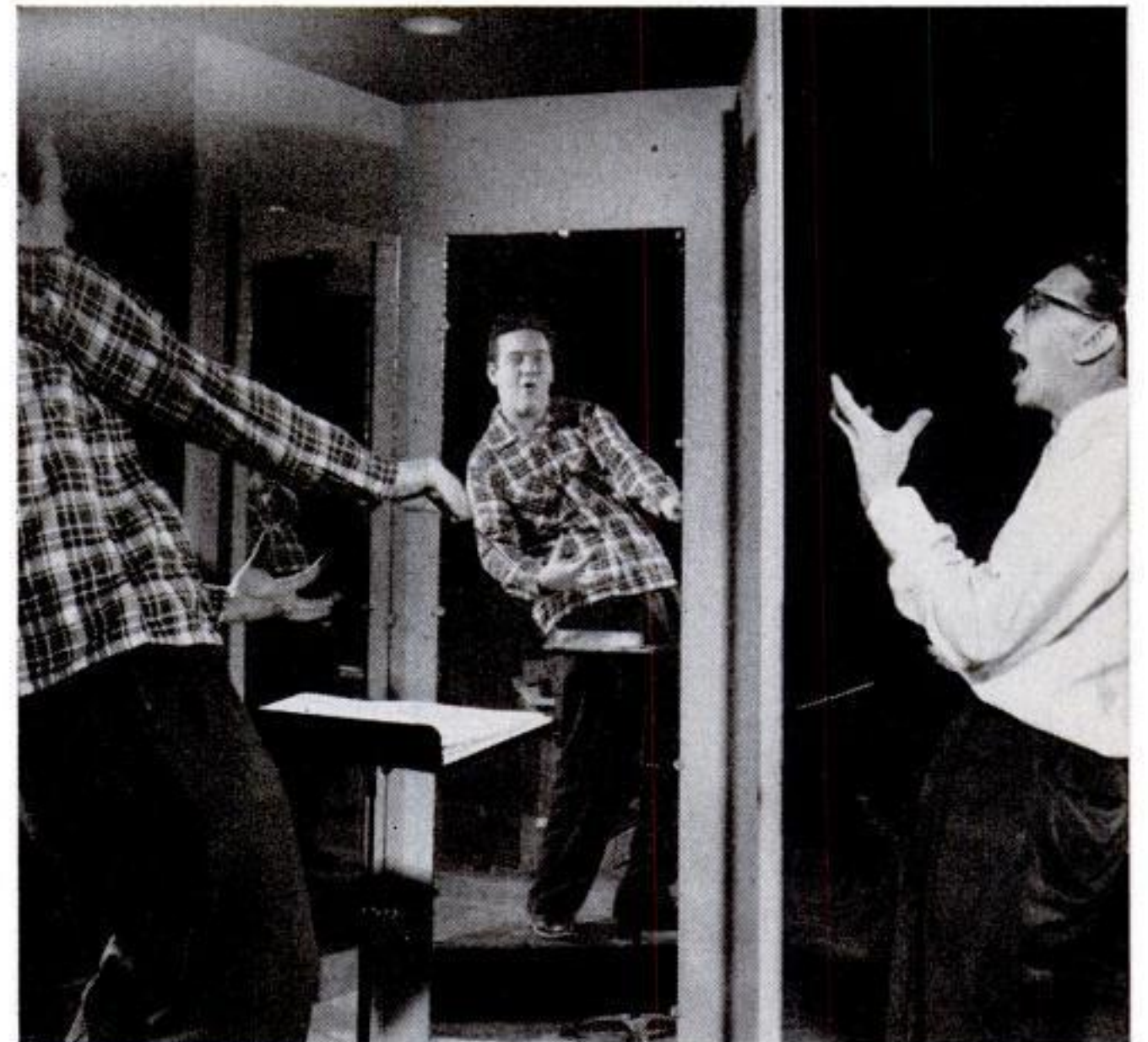


THE FLAVOR
HAUNTS ME!



Yes, here's iced tea—so flavorful, so refreshing, so wonderfully satisfying—you'll never switch brands again! It's the new leaf, the young leaf, the flavor leaf that does it. Pick the Bright Red Box with the Smiling Cups—Tender Leaf Brand Tea. Loose or in tea bags—it makes the richest iced tea you ever tasted!

BUDDING BATONEERS CONTINUED



A CRESCENDO is called for by Vonnabeth Redmon (top) and Lester Pogue as they follow Webb's example. He keeps telling them to open hands more.



CANTABILE—a singing tone—is sought by Sandra Trevilion, 18, as she conducts a score written by another student. This is a sight-reading exercise.

CONTINUED ON PAGE 67



THE RATH PACKING CO., WATERLOO, IOWA

Real elegant way to save a pretty penny...

Smoky-sweet flavor . . . cut-it-with-your-spoon tenderness. *And* just the right size for a ham-lovin' family that doesn't go for left-overs all week long.

For these are Rath's 1-to-3 pound Black Hawk Daintees from the meaty shoulders of Rath's scrumptious corn-fed porkers.

They're completely boned and trimmed, these Daintees, so you get more rich, pinky lean. And isn't that a pretty way to save a

pretty penny? They're pressure-cured in savory juices, smoked over aromatic hickory, double-sealed in vacuum wrappers so not one whit of their juicy goodness escapes.

How to serve 'em? Why, with all the usual fixin's. Try mustard and brown sugar or a gentle dousing with ginger ale. Or cut into thick slices and broil 'em.

But—*have 'em!* They're *real* elegant eating, these Rath Black Hawk Daintees.

Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN



Rath makes over 1000 meat products—but when you try any one it's one in a million!

"Golden Flavor"

makes Milwaukee's finest beer even finer!

MILWAUKEE

Blatz Beer

Brewed in Milwaukee!

First in Milwaukee!

Finest in Milwaukee!



and be sure to try
Blatz "Continental Special"
the "Gourmet's beer"
dark...distinctive...
delicious!

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STOOPING to subdue sound, Roberta Jo Redmon, 15, gets too much crouch in her gesture. She regularly plays the first violin in the Youth Symphony.

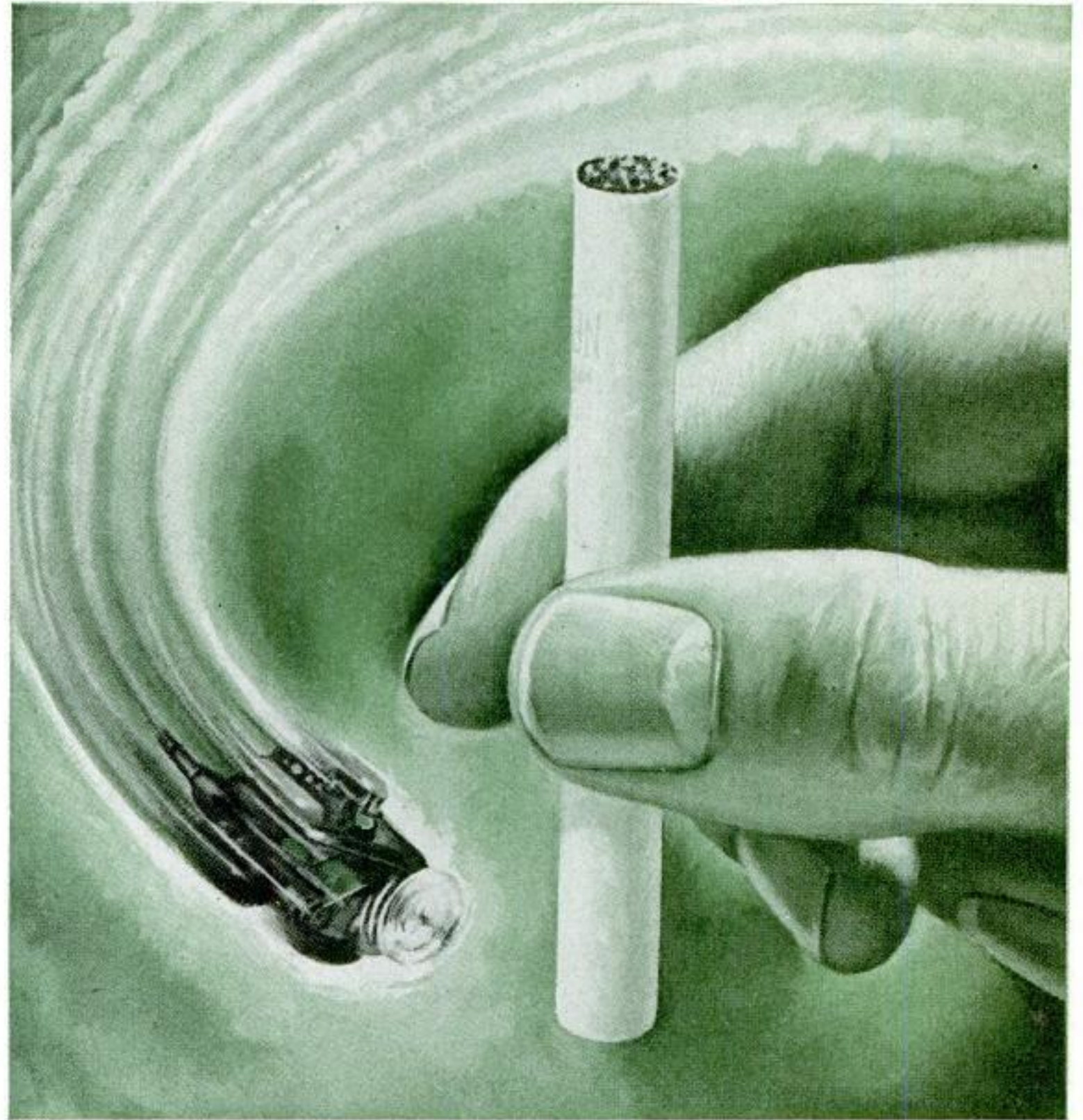


WORRYING about sound, Roberta Jo puts a hand to her ear and leans forward, trying to remember not to let her bottom protrude too awkwardly.



GIVING UP in momentary confusion, Roberta Jo stops as she loses track of both the score and Webb's instructions. "I'm not getting it," she groaned.

Your engine's life depends on a film of oil thinner than a cigarette paper!



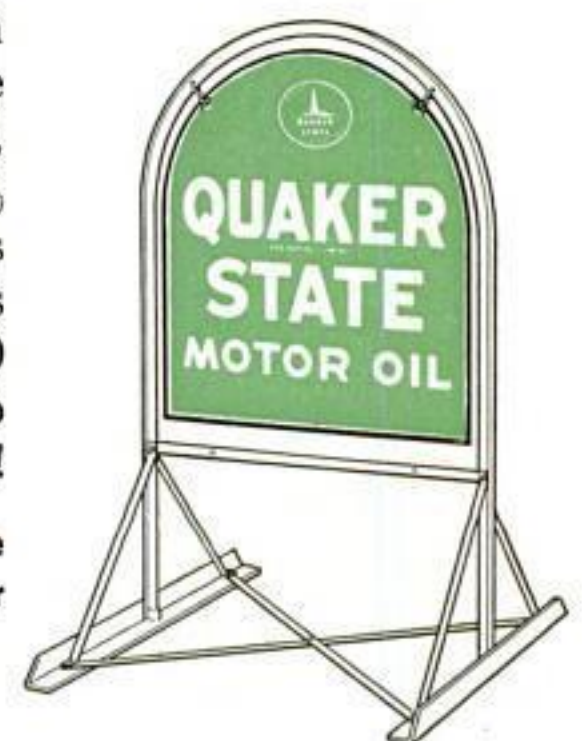
Press a cigarette paper between your fingers. It's thicker than the film of oil that guards your car, as it flows between high-speed moving parts.

Use high-quality Quaker State for the super film that gives longer-lasting lubrication.

IT'S A SUPER FILM! Good name for the fine film of oil that protects your car's engine from wear—the film you get from Quaker State Motor Oil. Heat-resistant, pure, free-flowing, this superb motor oil is refined from 100% Pure Pennsylvania Grade Crude Oil—nature's best. It is designed and tested for today's high-compression engines, the result of 50 years of continuous improvement. So rich, so stable, every quart lasts longer—goes farther!

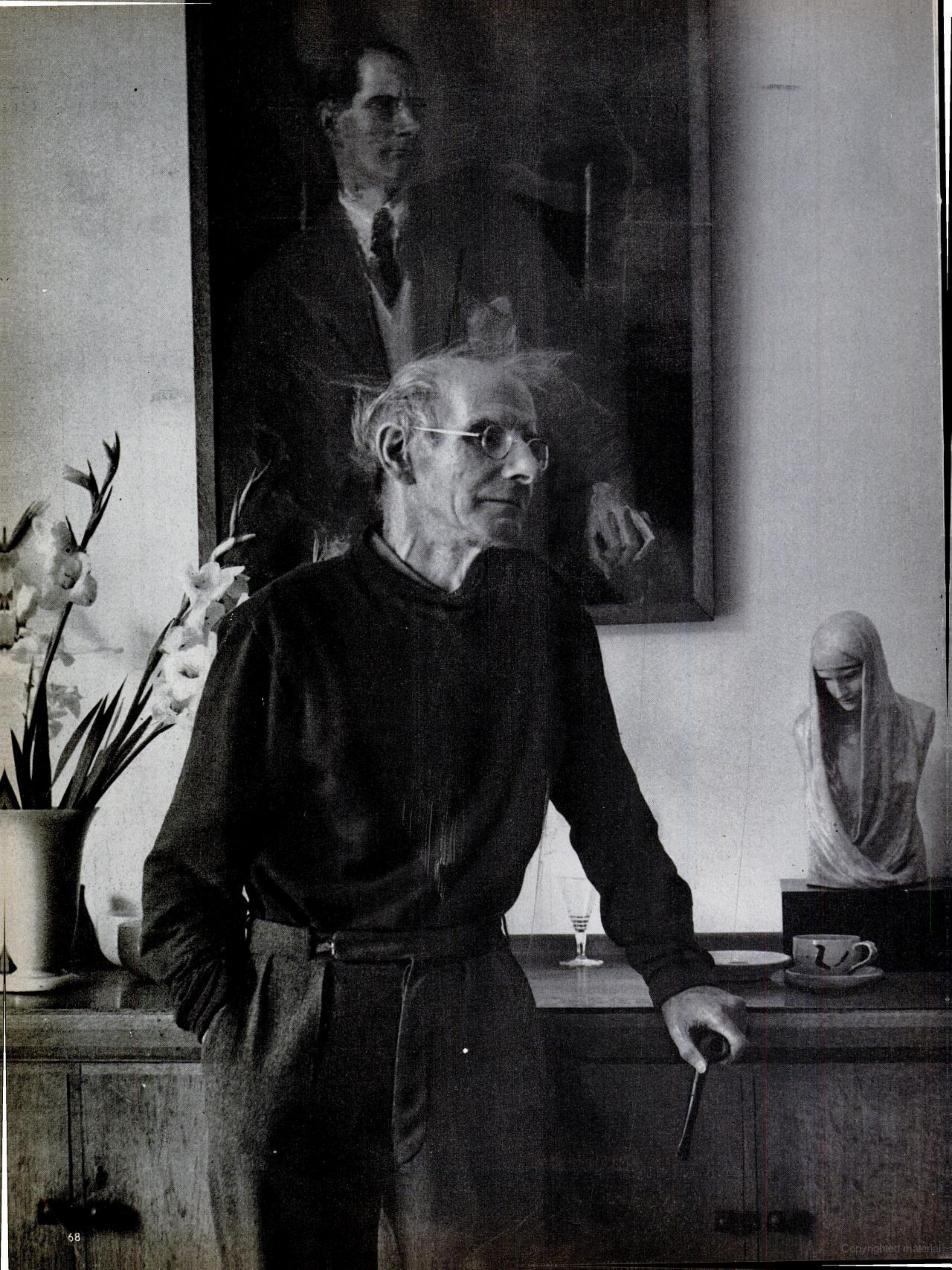
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The World of Sean O'Casey

DUBLIN TODAY MIRRORS A GREAT PLAYWRIGHT'S PAST

PHOTOGRAPHED FOR LIFE BY GJON MILI

Now that Bernard Shaw, an Irishman, and Eugene O'Neill, son of an Irishman, are dead, the greatest living playwright in the English language is another Irishman, Sean O'Casey. Three brilliant plays—*The Shadow of a Gunman*, *Juno and the Paycock* and *The Plow and the Stars*—all set in Dublin during the bitter days of street fighting and sudden death, made O'Casey famous. They brought as vividly alive as the red geraniums that so often bloom in Dublin windows the world he was born into, the Dublin slums where grinding poverty lives behind graceful Georgian facades, plain people talk with rich imagery, and saloon brawls erupt over philosophical questions.

O'Casey is a strange and disputatious man. He can be tender and full of laughter in one moment and as full of vinegar as a vatful of pickles in the next. He has spoken unkindly of the churches, dedicated books to eminent theologians, sung the praises of Communism and written the soul-stirring words that caused riots, bannings and uproars in great cities.

Years ago Sean O'Casey left Dublin, and now at 70 he lives peacefully in England's Devonshire countryside. Behind him his world, also grown older and more peaceable, still exists in the streets of north Dublin, as full of poetry and misery as ever it was. There Gjon Mili found and photographed it.

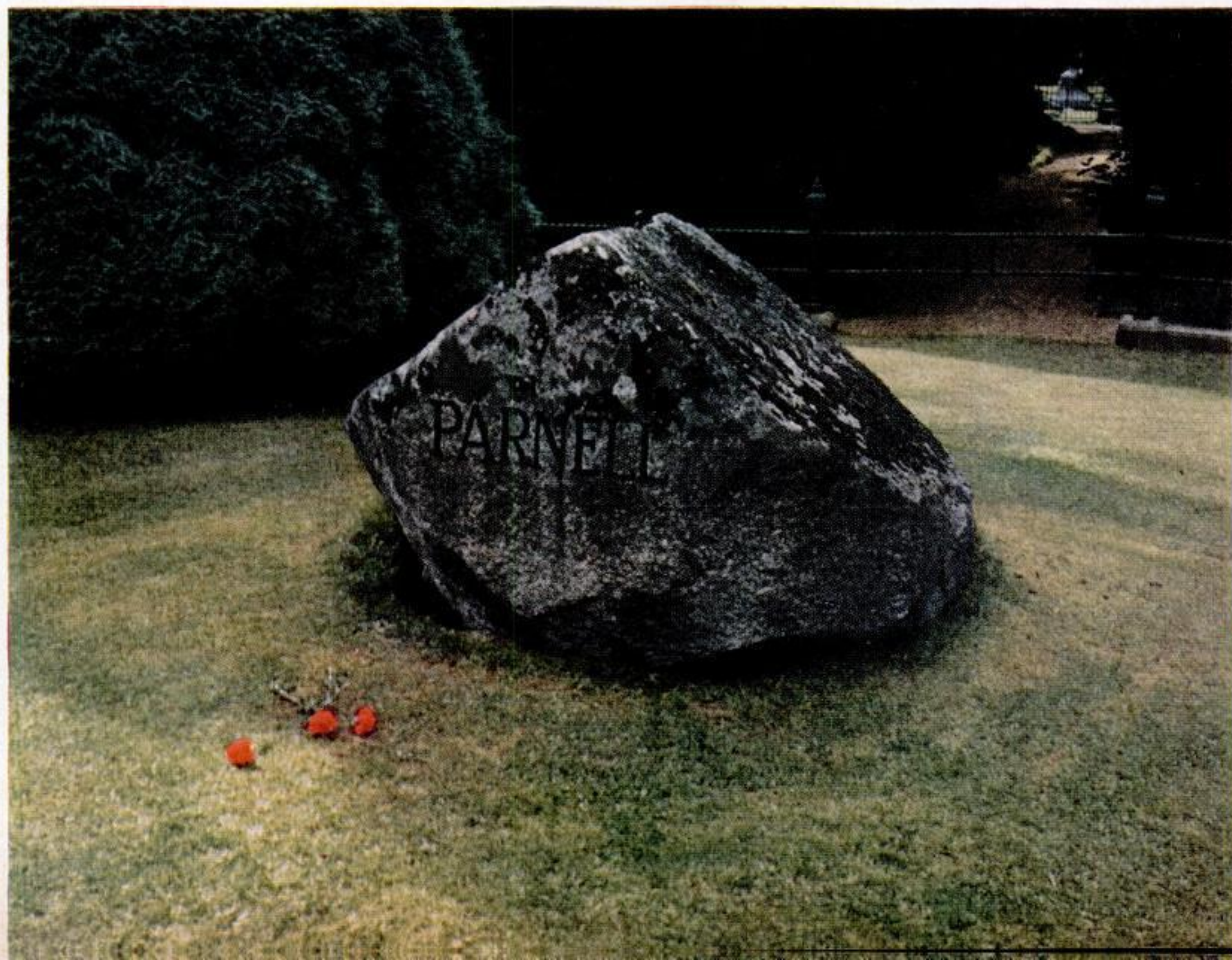
← **FAR FROM DUBLIN** O'Casey stands in his home in England. On the wall behind him is a portrait done by the famous British artist, Augustus John, 28 years ago when O'Casey, fresh from his early triumphs in Dublin, was the literary lion of London.

IN DUBLIN'S HEART—the heart of Sean O'Casey's world—many of the graceful old houses which have become slums are now cemented closed. In others a geranium may brighten a window. This is Hardwicke Street leading to St. George's Church.

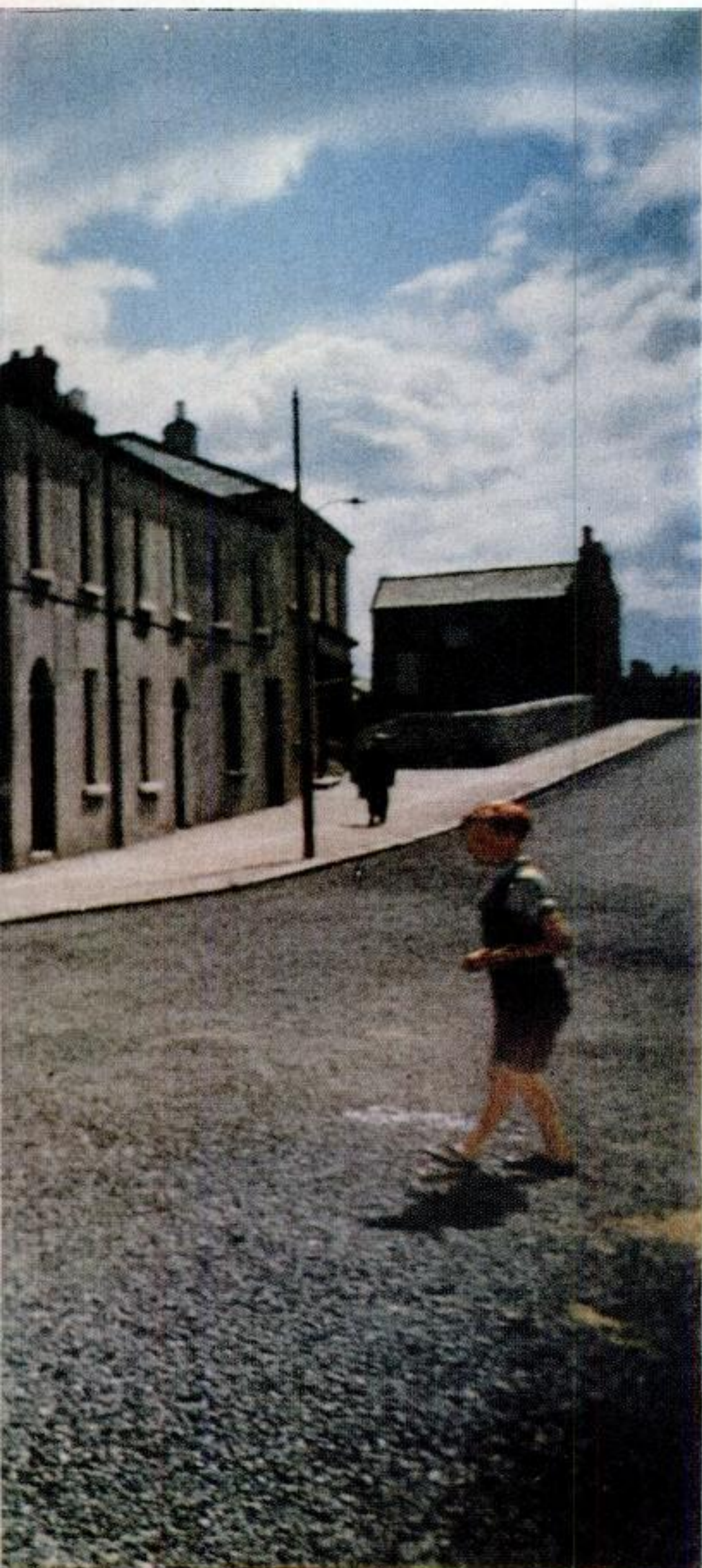




ON ABERCORN ROAD the house where O'Casey lived still stands—No. 18, second house in street at right. The boys play hurley, similar to hockey, which O'Casey too played 60 years ago.



HONORED GRAVE is that of Charles Parnell whose fight for Irish freedom inspired O'Casey by its fervid patriotism. "Where your dust lies," he wrote, "will be a . . . living place forever."



Early days on the city's streets

Sean O'Casey played as a boy on the streets of Dublin, peered palely from his tenement window and went to work with his hands at the age of 14. He has told about it in five volumes of autobiography which, as vividly as his plays, re-create O'Casey's world. A newspaper sorter, dockworker, hod carrier, stone breaker on the highways and janitor, he was poorly paid and often he had to steal books he wanted to read. But in his world without hope he struggled hopefully on. He took part in great strikes, helped organize Irish revolutionary forces that fought the British in Easter week of 1916, and finally, at 39, burst on Dublin's elegant literary scene with the first of his great plays.



O'CASEY'S FLAT looks from the rear toward St. Barnabas' church whose rectors were his friends. British gunfire from this steeple in 1916 came close to killing dramatist and his mother.

WOMAN DOWNSTAIRS appears in many O'Casey plays. O'Casey's real-life woman downstairs was kindly Katie Kenna who stood by him in tragic days and is still at 18 Abercorn Road.

CONTINUED ON NEXT PAGE





IN THE PLAY *Shadow of a Gunman*, Minnie Powell takes bomb bag from Donal Davoren (left) and Seumas Shields to hide them. Captured, she is killed when Irish ambush her captors.

Where the gunman first cast his shadow

In 1923 Sean O'Casey's first success, *The Shadow of a Gunman*, was produced at the Abbey Theatre. The play had its origin in an incident that occurred in the room shown on the opposite page. Here O'Casey lived in 1920, after the death of his mother, sharing the room with Michael Mullin, a Gaelic-speaking Aran Islander who lives there still—but now peaceably. But in O'Casey's day there was precious little peace and quiet in that house.

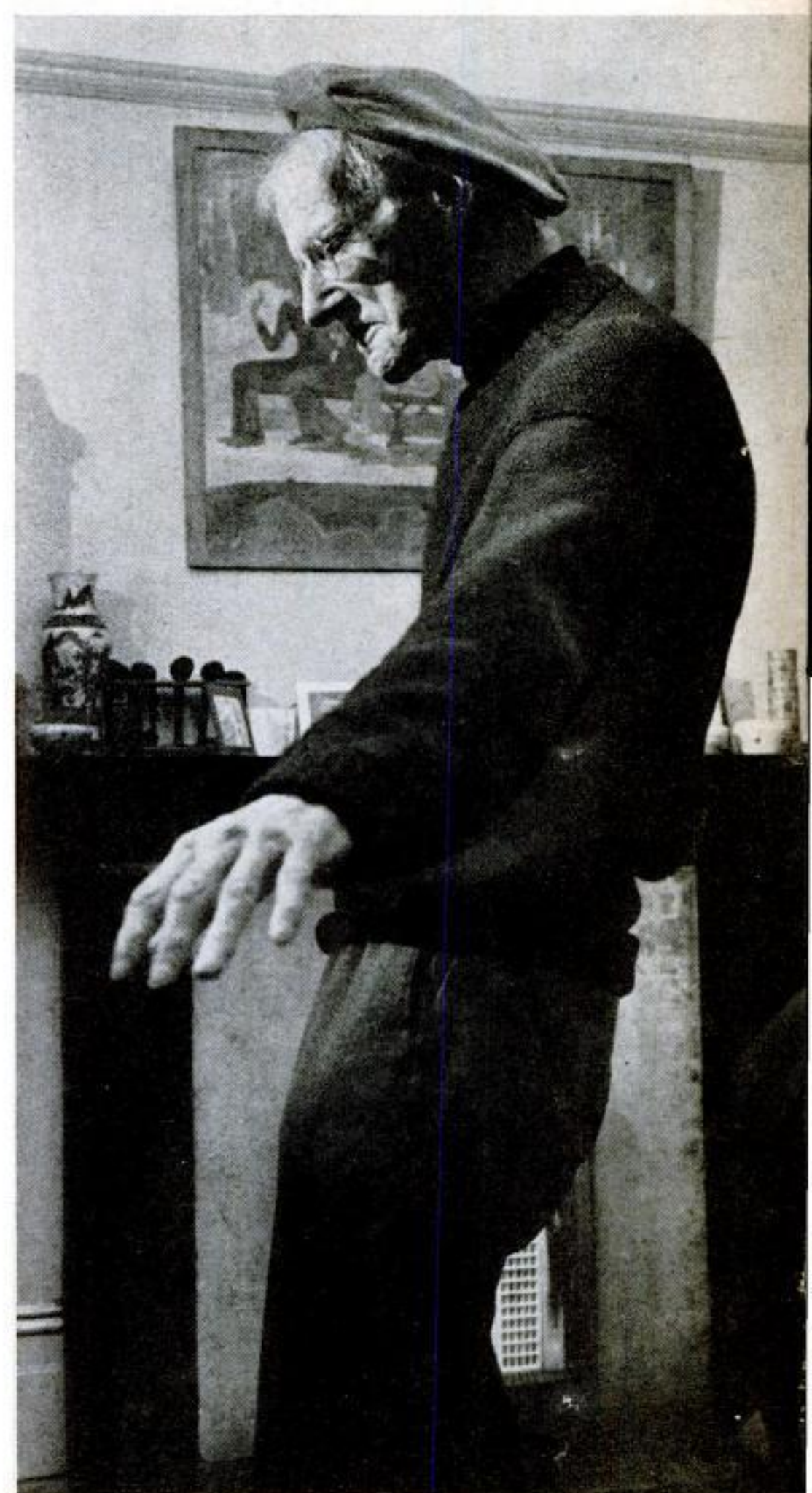
For one thing Mullin and O'Casey had both played important roles as teachers in the Gaelic language revival and nightly they roared at each other in red-hot philosophical

and literary dispute. For another, a small but diligent group of pupils were busy at their studies in an Irish republican bomb throwers school elsewhere in the house.

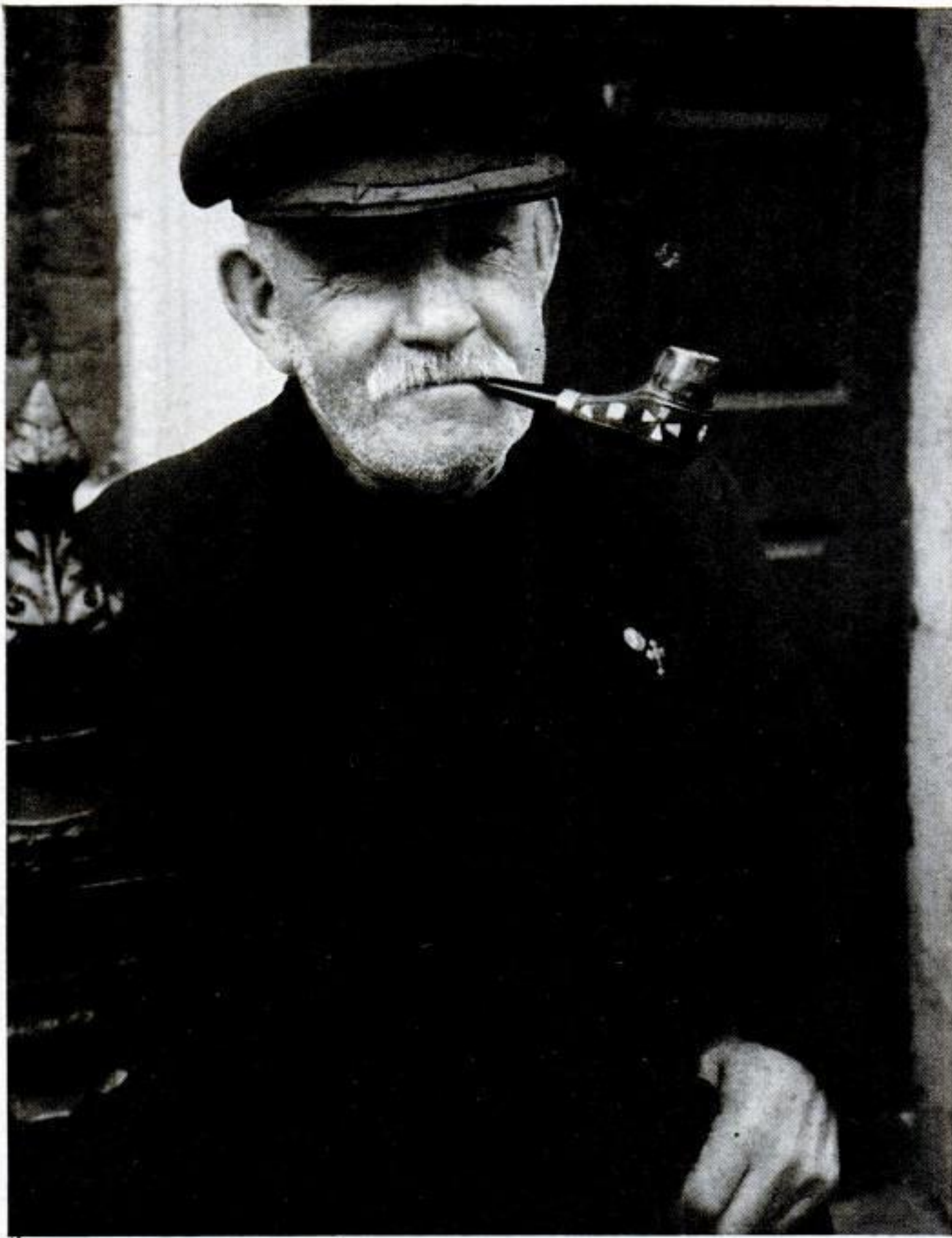
One night the house was raided by the Black and Tans, super-tough constabulary keenly aware that they were the Britons the Irish most liked to throw bombs at. For fear-filled hours no one knew who would be taken for execution, who spared. The real-life hero of the prolonged raid turned out to be the meek and skinny little landlord. But O'Casey's play, a study in courage, reaches a conclusion which is a favorite with him: the brave are almost always the women.

SCENE OF PLAY in actual life was room (opposite page) where O'Casey lived with Mullin. It is still much as it was 34 years ago. Mugs on the table are O'Casey's as are some of books.

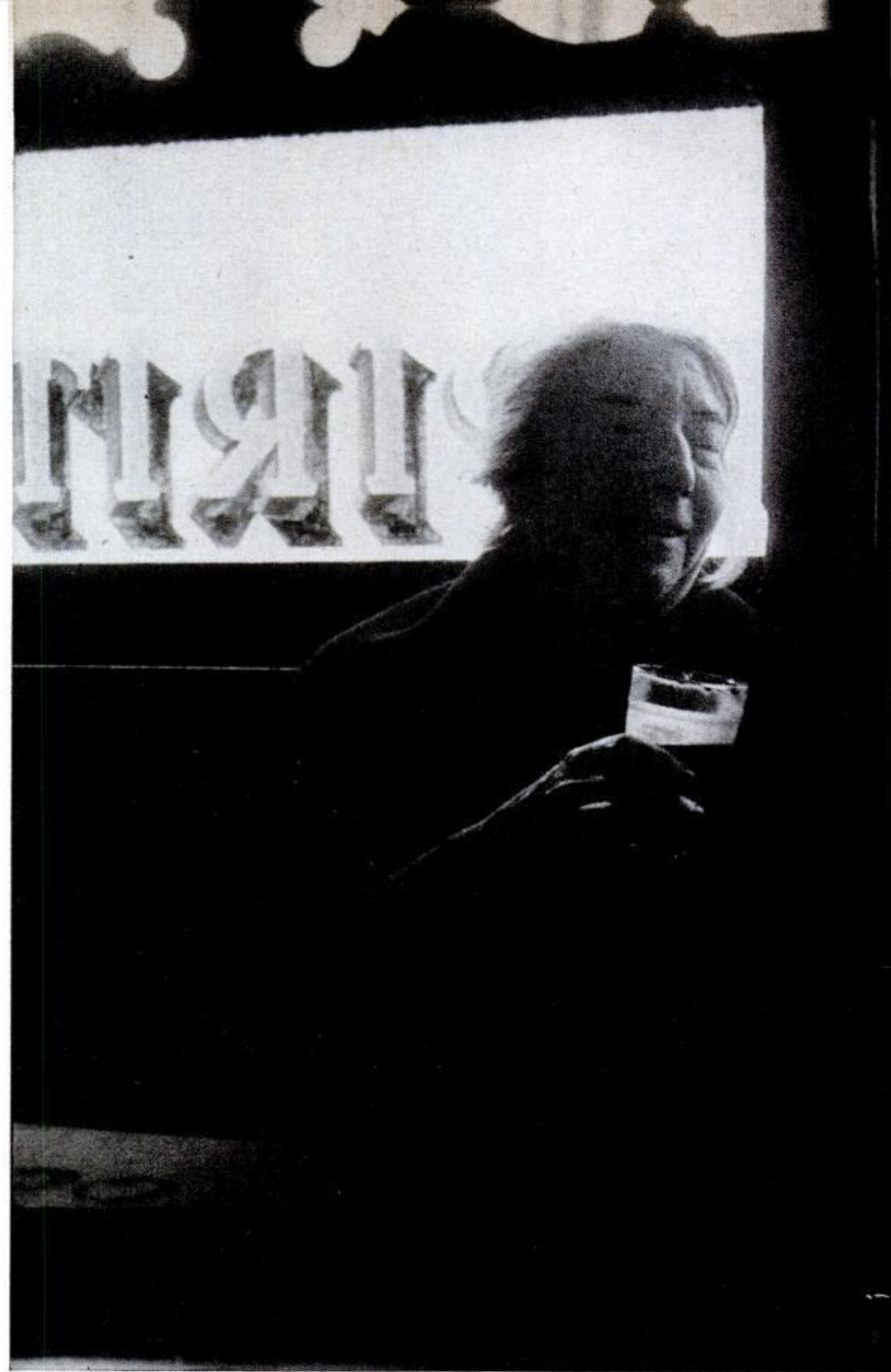
REAL LIFE MODEL for the philosophical peddler of the *Gunman*, Seumas Shields, is Michael Mullin. It was Mullin who kindly offered O'Casey shelter right next to the bomb school.



IN OWN ROLE as Donal, O'Casey, who put much of himself into play, declaims in self-recrimination after Minnie is killed: "Oh, Davoren . . . poet and poltroon, poltroon and poet."



DRY LAND SAILOR Michael Moran, Liffy River dockworker, dresses seafaring style although he has never been to sea. This picture might be O'Casey's portrait of the Paycock in *Juno*.



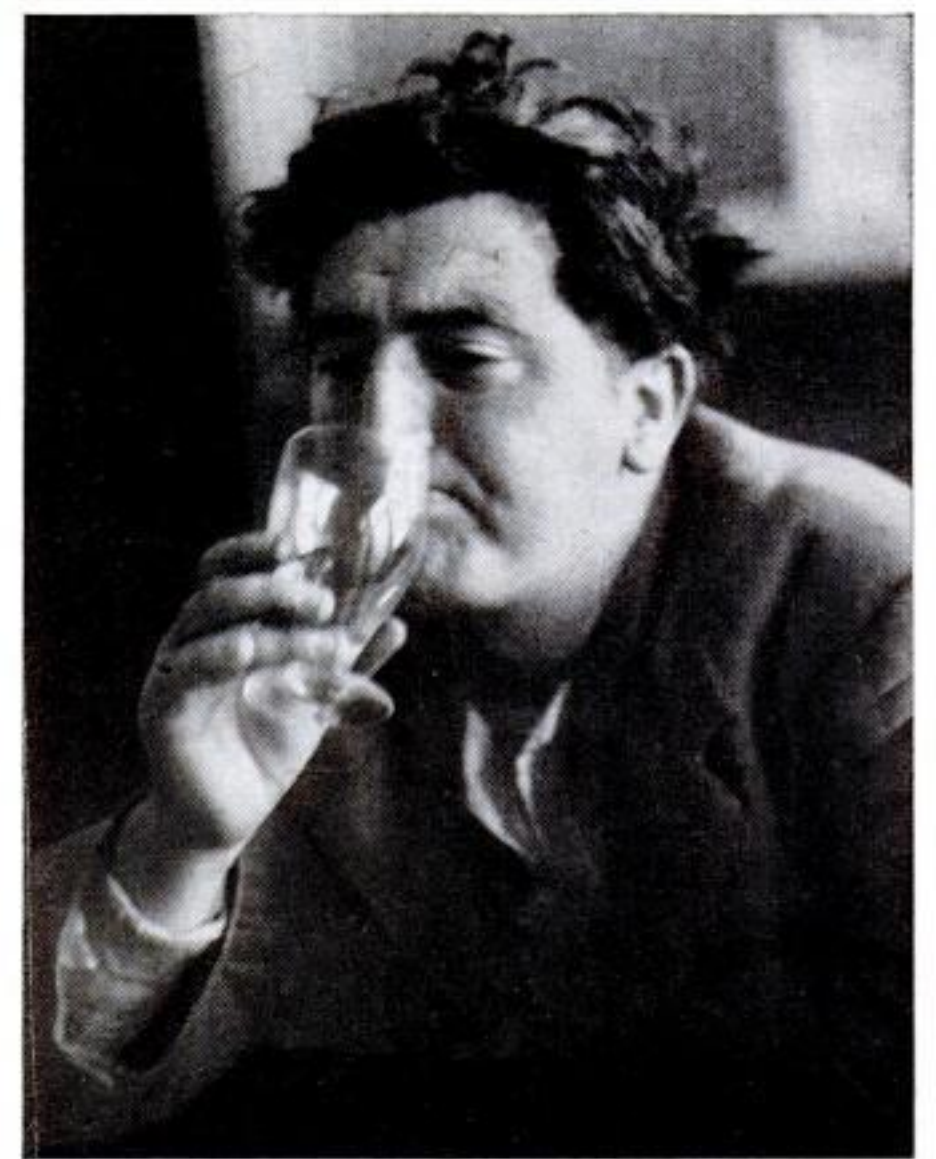
TWO CHATTERERS, snug in a pub, gossip cosily while lowering a pint. They are Mrs. Mary McNally and Mrs. Bridget McDonough, who seem right out of any one of O'Casey's plays.



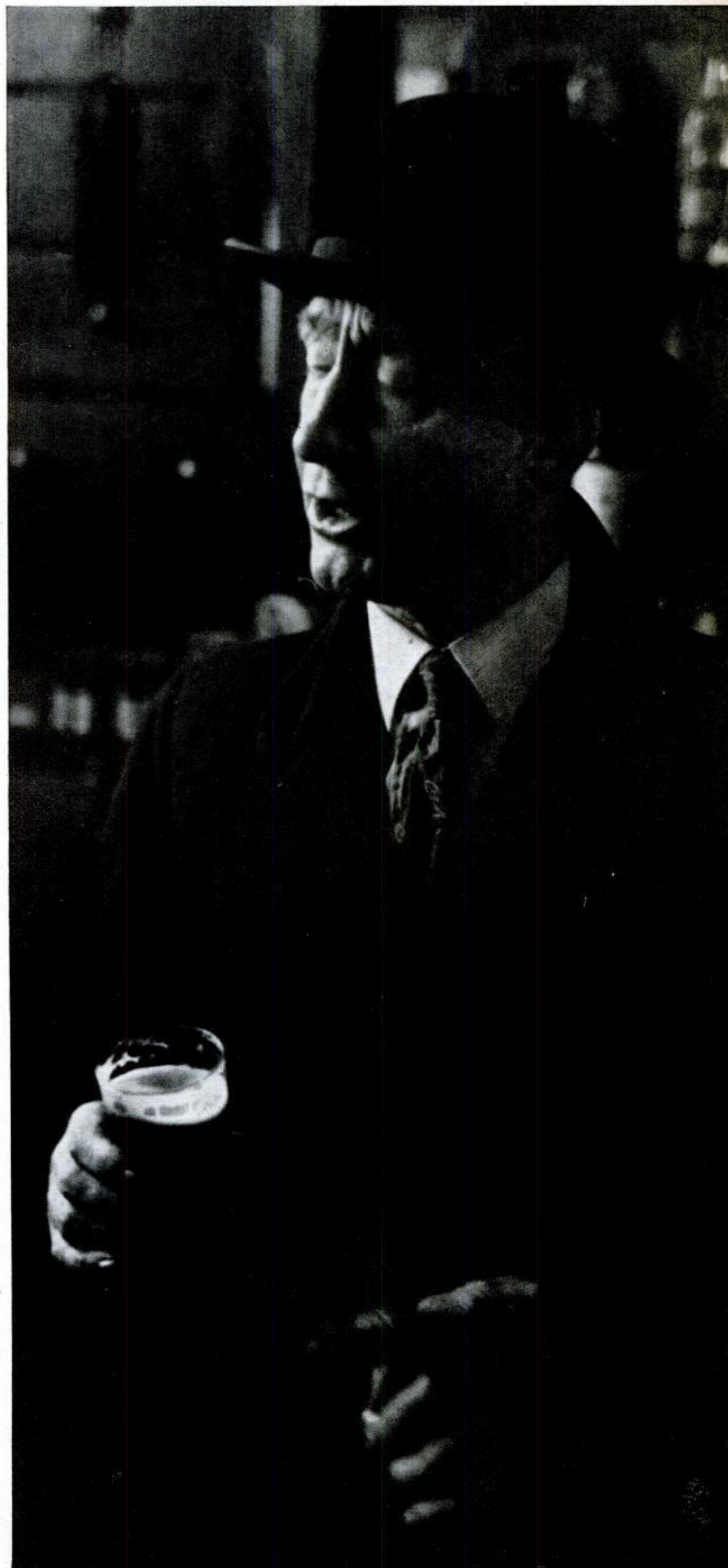
THE ETERNAL MOTHER, real heroine in many O'Casey plays, is personified by Esther Mulligan. She could be Juno, careworn but spirited, fighting to keep her children together.

His Dublin's men and women

There are people reminiscent of O'Casey characters down every Dublin street. Lines from the plays themselves—a snorted, you'll not "flutter a feather o' Fluther" ("you can't bother me")—ring out in the pubs. In Lohan's Family Grocery, where most of the staples come in liquid form, a lean cab driver named Michael Murphy casually talks of his adventures in Palestine 36 years ago, and sounds as if O'Casey invented him. "Back and forth we fit," he says, "a great Irish regiment livin' on nothin' but olive pits for over a week." It was such that rioted against what they thought a jeering disrespect for the heroes of Easter Week, 1916, in *The Plough and the Stars* and afterward held a formal debate over whether the riot was justified or not. But they never stopped going to see the plays for they recognized themselves in the lines and took vast joy in the image.



THE RAGGED POET who appears often in O'Casey's works lives in the bohemian figure of Brendan Behan who, as Sean did, came from the slums and writes plays, poems and ballads.



THE YOUNG GIRL reaching out for a better life—the Minnie Powell of the *Gunman*—can be seen in Dublin girls like Moira Cranwell, a pretty typist in the Radio Eireann office.

A BARROOM BANTERER, as embodied in Fluther of *The Plough* or Joxer of *Juno*, is Dublin cabbie Michael Murphy who stands quaffing beer and telling of his adventures as a soldier.

STAIRWAY TO NOWHERE

once led from dressing rooms to stage at the Abbey Theatre, now burned out. Actors Barry Fitzgerald and Sara Allgood descended them to play O'Casey's roles.



The deserted scenes of old triumphs

Now gone are the golden literary shrines that Sean O'Casey stormed and captured with his first great plays. The historic Abbey Theatre, the mother of modern Irish literature whose stage saw his early triumphs, was burned out in a 1951 fire, its scarred shell standing gutted in a Dublin side street. Torn down is the big house at Coole Park where O'Casey, accepted at last by the gently bred, came to pay homage to Lady Augusta Gregory, a lisping little woman who was patron, colleague and taskmaster to a great generation of Irish

writers. All that is left, in O'Casey's words, is the "gorgeous foliage drooping down, somber, full of sighs and uneasy rustlings as if God had made them plaintive."

But the O'Casey who grew up in the slums never felt at home among the polished people of these temples. Long before desolation fell upon them he had packed up, bade farewell to Ireland and sailed away to England with a promise, which he kept, to "look back now and again to see how the figures looked with a more distant sun shining on them."

PATHWAY TO NOWHERE, a tree-lined walk, once led to Lady Gregory's Coole Park estate, now leveled. Yeats, Shaw, Synge, O'Casey and the other Irish greats came here to visit.

CONTINUED ON PAGE 79



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Debra Paget

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20th Century-Fox's CinemaScope Production.
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AT HIS TYPEWRITER which he bought at 10 shillings a week 30 years ago, O'Casey works over his new book.

A busy, contented old age, a 'hurrah' for life

In England today Sean O'Casey lives in a Devon coastal town with his wife Eileen Reynolds, an Irish actress who was in the London company of *The Plough and the Stars* and whom he married soon after he took up residence in England. One of their sons, Breon, an artist, lives in London; another, Niall, is serving in the British army; and their teen-age daughter Shivaun is at a nearby school. To support his family O'Casey daily works long hours at his old typewriter, tapping out the plays and autobiographies from which he makes, in a good year, not much more than \$2,500.

He left Ireland for two main reasons: he was disappointed with the sober, religious country that had emerged from all the fighting; he hoped to make a better living in a wider literary world. But though he has lived 28 years in England he has never lost his Irish fighting spirit, his taste for battle. Sometimes, he admits, "a certain bitter thing" comes over him at the typewriter, but he feels that it doesn't come too often—and it is justified when it does. In fact when George Bernard Shaw's wife bade him hush up his literary battles some years ago, he was astounded. "God be my judge that I hate fighting," he cried. "If I be damned for anything, I shall be damned for keeping the two-edged sword of thought tight in its scabbard when it should be searching the bowels of fools and knaves."

One trouble has been that O'Casey's feelings tend to get away from him on the most unsuitable occasions. Sitting in a graveyard one afternoon, for instance, thinking sentimentally of the holy city of Bethlehem, then of holy cities in general, he began to write of a favorite city which he has never visited: "Moscow. Not a holy city, but an able one, a flame to light the way of all men towards the people's ownership of the world; where revolution stands in man's holy fire as in the rich mosaic of a red wall." Although he has, like Picasso, expressed his sympathy for Communism and professed himself a Communist, O'Casey is no trained and disciplined party worker. Instead, he is a congenital no-sayer to all constituted authority who privately admits that he might well be among the first to be silenced in any standard people's republic. Despite this, his stubborn, almost mystical admiration for Communism has led him to make it the theme of one of his plays, *The Star Turns Red*. But for the rest O'Casey is too preoccupied with

CONTINUED ON NEXT PAGE



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O'Casey's World CONTINUED

humanity and the moralities to write much about party politics.

Nevertheless, his politics is one of the reasons O'Casey, whose plays once reverberated through the world, has been straining and struggling against an enveloping silence. Another reason, more important, is that O'Casey's plays defy the talents of the average actor and the average producer. He has written epic plays, rough and tumble farces, wonderful fables since he came to England. The first he wrote after leaving Ireland, *The Silver Tassie*, a violent, impressionistic protest against war, ended his early relations with the Abbey Theatre in Dublin, for the poet William Butler Yeats refused to produce it for seven years. His next, *Within the Gates*, a dreamlike morality play, won critical acclaim in New York, and then came a flood—among them *Purple Dust*, *Red Roses for Me*, *Oak Leaves and Lavender*, *Cock-a-Doodle Dandy*—which, despite critics' praise, have been almost entirely ignored by the commercial theaters of London, Dublin and New York. Reading them in books, Brooks Atkinson, drama critic for the *New York Times*, mourned that O'Casey "has been our most conspicuously unemployed dramatist for a couple of decades. The most magnificent prose writer in the modern theatre has been left, like a hibernating bear, to suck his own claws in his cave in Devon."

But for all this O'Casey, at 70, seems content. A new play, *The Bishop's Bonfire*, has just been completed. The final volume of his autobiography, *Sunset and Evening Star*, which will be published in the fall, ends on a toast which perhaps best expresses the spirit of O'Casey. Writing of himself in the third person, he says: "Here, with whitened hair, desires failing, strength ebbing out of him, with the sun gone down and with only the serenity and the calm warning of the evening star left to him, he drank to Life, to all it had been, to what it was, to what it would be. Hurrah!"



UNDER A SUNHAT, the playwright inspects plants in a garden at Totnes, Devon, which he recently gave up in favor of a flat in the town of Torquay.



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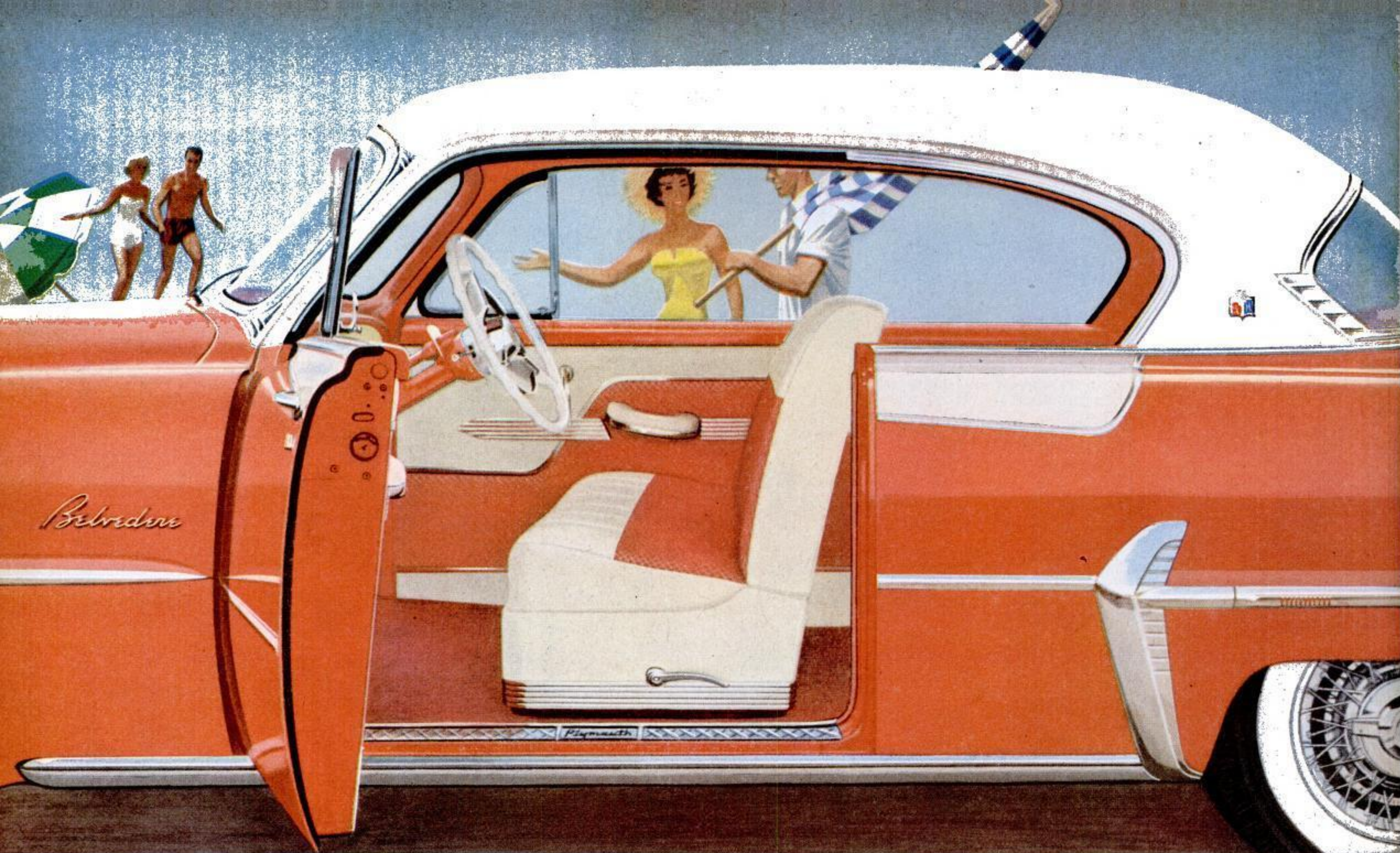
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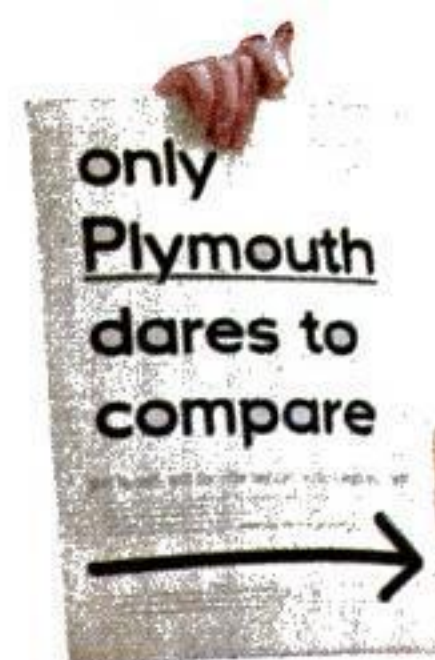
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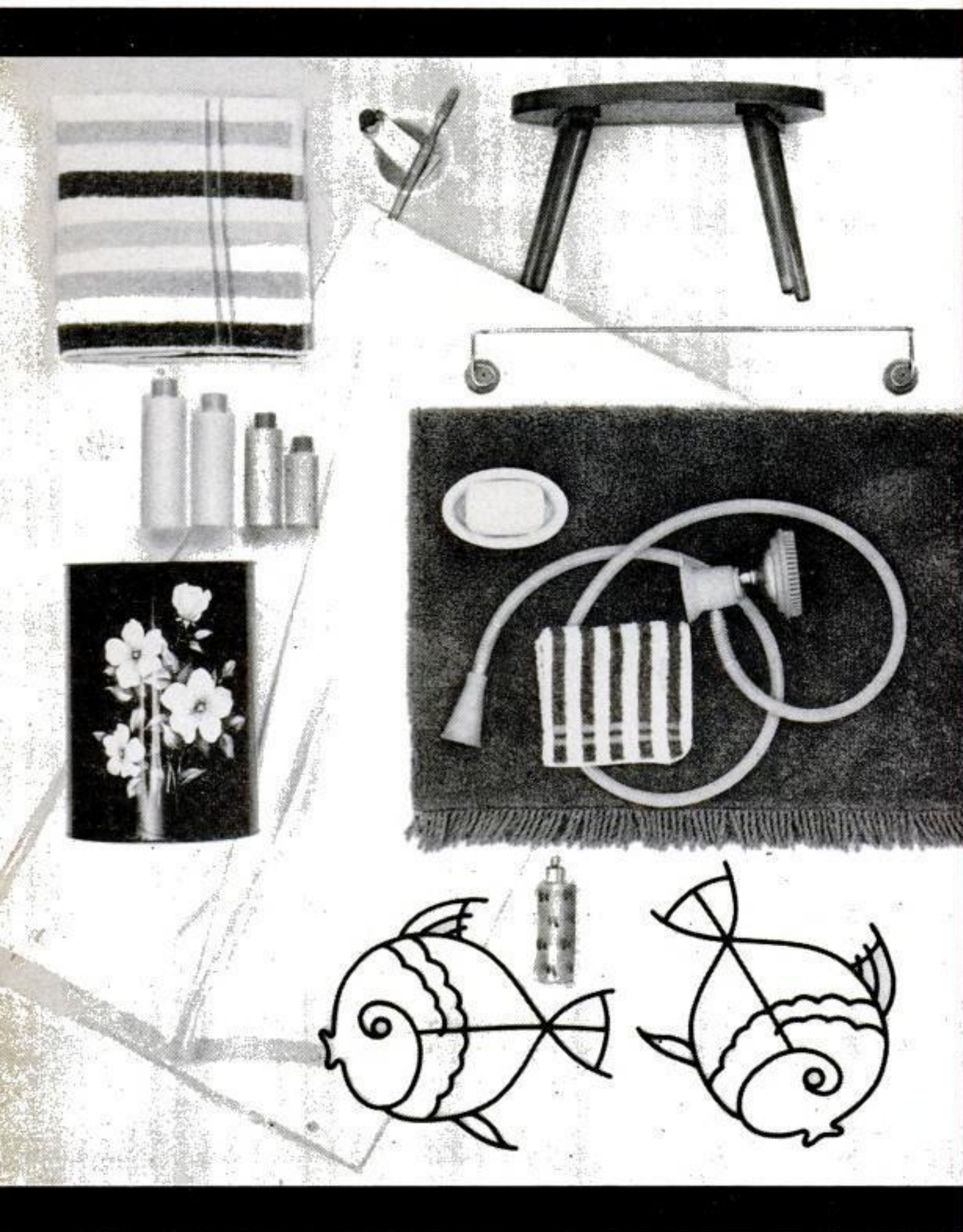


GOOD DESIGN AT THE FIVE-AND-DIME

The low-priced furnishings are now so well styled that they are a credit to any room in the house

No dime stores among the 24,051 in the U.S. any longer limit their prices to 5¢ and 10¢, but they buy in such quantities that costs are lowered and bargains are many. As the prices of dime-store wares have gone up, so has the level of taste and design. Today, among the inevitable pottery dogs with cactus spines and elaborate angel-encrusted vases, the stores offer handsomely styled items for every room in the house. Here, and on the following pages, are samples from stores across the-country. Above is a complete table setting. Each place mat costs 29¢; dinner plate, 50¢; bread-and-butter plate, 29¢; stainless

steel table setting—dinner fork, salad fork, knife, teaspoon—94¢; butter knife with handle in shape of vegetable, 25¢; wine glass, 39¢; water glass, 49¢; napkins, made from one yard of fabric, 79¢; fruit bowl, \$2.98; wax fruits, 15¢ each; candle holders, 79¢ a pair; candles, 5¢ each; small casserole (*lower left*), 69¢; large casserole, \$1.49; breadboard (*lower right*), 69¢; knife, \$1.29; trivet, 59¢; serving spoons (*top left*), 29¢ each; salad bowl, \$2.29; Italian dinner bell, 79¢; creamer, 69¢; sugar bowl, 98¢. Hostess holds pitcher, \$1.09, and salad fork and spoon, 29¢ for set. Her clothes also come from the dime store.



BATHROOM

The five-and-dime supplies for the bathroom run from practical to purely decorative, though sometimes the store does not know what it is selling. For example, a dime store birdbath makes a pretty soap dish, a coffee mug makes a perfect toothbrush cup. Above, starting with articles at top, left to right are: bath towel, 59¢; mug, 13¢ (with tooth paste, 59¢ and toothbrush, 29¢); kidney-shaped stool to be assembled at home, \$1.29; towel bar, 39¢; plastic lotion bottles, 25¢, 19¢, 15¢, 10¢; plastic shower curtain, \$1.98; white soap dish (sold as birdbath), 29¢; soap, 9¢; bath rug, \$1.98; black wastebasket with floral design (sold as set with matching hamper), \$1.98 the set; wall shower, \$1.98; wash cloth, 15¢; fish, 59¢ for both; plastic atomizer, 50¢.

LIVING ROOM

The things assembled for the living room (right) were found in six dime stores from New York to Los Angeles. Though no one dime store would have all of the specific items pictured, every one would have a reasonable assortment. Sometimes a little ingenuity is needed to turn a dime-store purchase into a stylish accessory. For instance, the child's sand bucket (middle row, right) has been painted black to make a container for matches and cigarets and the fluted tin baking dishes have been painted black on the inside to make ash trays. The picture frames on the second row (left) can be painted or stained to suit any color scheme. The items are, from left to right, starting at top: round cork coasters, 5¢ each; black Bakelite ash tray, 39¢; black tray with a floral design and a gold border, 59¢; round brass bowl in a wrought-iron stand, 98¢; oblong glass ash trays, 10¢, 15¢, 25¢; wooden picture frames, 45¢, 89¢ (unpainted), 69¢; black bookrack, \$1.49; wrought-iron magazine rack, \$2.59; wicker basket (sold as a pocketbook), \$1.39; fluted tin baking dishes (painted black for use as ash trays), 5¢ each; tin bucket (painted black and used to hold matches and packages of cigarets), 49¢; wicker horn of plenty (water glass or other container for water may be put in the horn to hold bouquet of flowers), \$1.98; decorative tile (sold with a stand), 79¢; wicker duck (filled with fresh fruit as centerpiece), \$1.29; wrought-iron lamp, \$3.98; wrought-iron picture frame, \$1.49; wicker tray, \$1.29; wooden coasters with fruit designs (sold with stand), 69¢ for set of 8; canape tray, 19¢; black candle holders, 79¢ the set; tray, \$1.29; glass with polka dots, 19¢; wrought-iron hanging shelves, \$3.98; and wrought-iron perforated wastebasket, 98¢.



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How to join Blue Cross. Ask your employer about it. Or get in touch with the local office listed in your phone book under *Blue Cross*. Rural families in many

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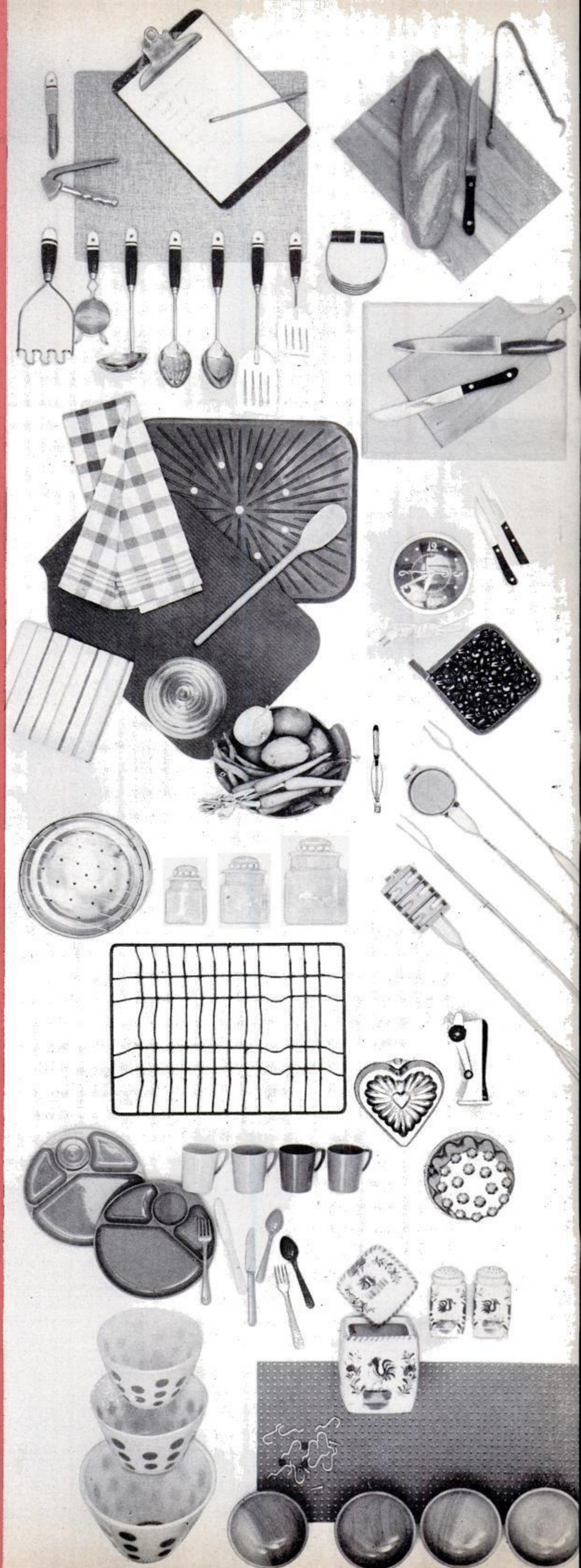
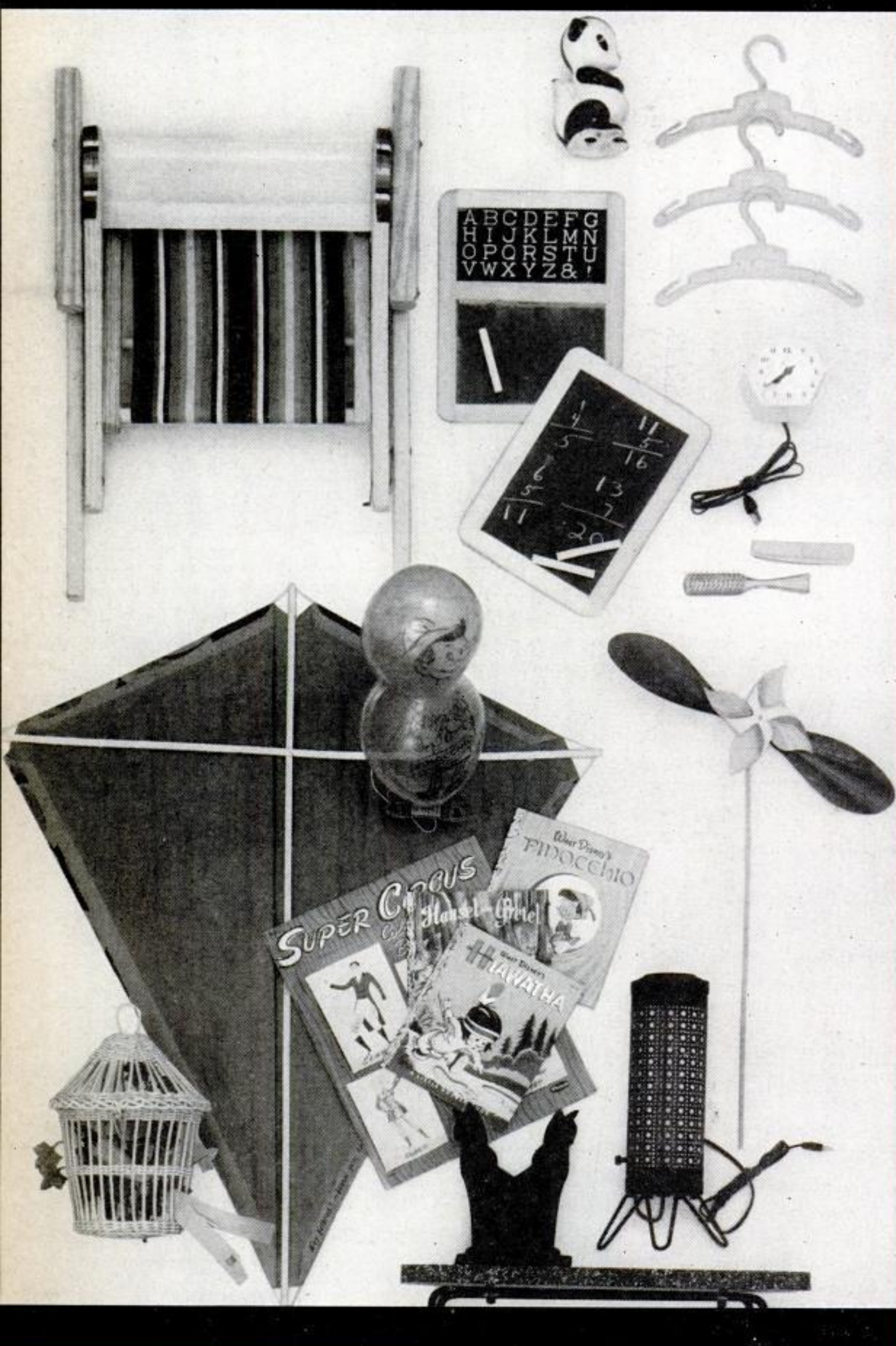
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KITCHEN

At right, starting top, left to right, are: vegetable parer, 25¢; Italian garlic press, 59¢; stove mat, 49¢; clip board, 39¢; package of paper, 10¢; breadboard, 69¢; knife, 69¢; tongs, 49¢; potato masher, 29¢; small strainer, 25¢; ladle, 29¢; slotted spoon, 29¢; spoon, 25¢; large pancake turner, 29¢; small pancake turner, 25¢; dough blender, 29¢; large breadboard, 79¢; small breadboard, 69¢; top knife, \$1.29; bottom knife, 69¢; checked dish towel, 25¢; drainboard mat, 69¢; sink mat, 89¢; wooden spoon, 19¢; electric clock, \$3.95; knives, 39¢ and 29¢; striped dish towel, 29¢; glass cookie jar, 35¢; plastic batter bowl, 69¢; peeler, 29¢; pot holder, 12¢; outdoor grill, \$1.69; glass apothecary jars, 69¢, 79¢, 89¢; frankfurter holder, 29¢; long-handled fork, 25¢; hamburger holder, 29¢; short-handled fork, 10¢; dish rack, 79¢; heart-shaped copper mold, \$1; can opener, \$3.79; plastic picnic plates and cups, \$1.17 for set of 4 of each (8 pieces); plastic utensils, 50¢ for set of 4 knives, forks, spoons; round copper mold, \$1.49; cookie jar, \$1.29; salt and pepper set, 49¢; mixing bowls, 49¢, 69¢, 79¢; utility board, 98¢; small salad bowls, 49¢ each.

CHILDREN'S ROOM

Below, from top, left to right, are: folding beach chair with a canvas back and seat, \$1.79; 2 slates, 25¢ each; chalk, 10¢ a box; skunk bank, 59¢; plastic clothes hangers, 39¢ for 6; electric clock, \$3.98; comb and brush (with nylon bristles), 29¢ for the set; paper kite, 10¢; Pinocchio balloon, 5¢; pin wheel, 19¢; wicker bird cage, \$1.29; spray of artificial leaves, 10¢; paper bird, 10¢; coloring book, 15¢; 3 storybooks, 25¢ each; cat book ends, \$2.98 for the pair; wrought-iron table, \$3.95; perforated cylindrical lamp, \$1.98.





"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-popped rice.

SHE WAS A WISE ONE, MY MOTHER. She'd never say boo to Dad in the morning, until Kellogg's Rice Krispies told him off when he poured on milk or cream. Dad's growl always changed to a grin as these scamps chattered up at him. "Snap! Crackle! Pop!" they'd scold. "Laugh! Chuckle! Laugh!" he'd answer. Then Mother would let us all talk. Breakfast is always fun with Kellogg's Rice Krispies -- the talking cereal that tells you how crisp it is. Hear some tomorrow!



FOR THOSE WHO WANT THE FINEST



Setting: BRONZINI

Packard Beauty is Quality Deep

FOR 55 YEARS—longer than any other company in America—Packard has built cars of outstanding quality exclusively.

Today, Packard presents two complete lines of great automobiles, each of which offers conclusive proof that Packard beauty is *quality deep*.

For those of you who want and can afford the very finest in customized luxury, we urge you to compare the brilliant new PACKARD with any other motorcar in the entire world.

For you who want Packard-built quality at a medium price, we invite you to inspect the spirited new Packard CLIPPER, which, we believe, is unquestionably the greatest quality value in its class.

Regardless of which you choose—the aristocratic PACKARD or youthful Packard CLIPPER—we know you will be more than satisfied. Owning either is a rewarding experience.

Both, of course, bring you the sleek beauty of "That Packard Look" . . . the advanced contour styling originated by Packard which is today setting the pattern for *all* automotive design.

But Packard beauty goes far deeper than the obvious good looks of these fine cars.

"That Packard Look" is evident down to the very last detail of craftsmanship. For instance, crankshafts for the proud PACKARD Patrician pictured above

are patiently buffed in powdered walnut shells . . . because no other method achieves such a smooth finish. Packard even goes so far as to chrome-plate the piston rings to assure the finest in performance.

Rugged, soft-spoken Packard engines . . . Packard Ultramatic, acknowledged the finest no-shift drive . . . Packard Power Brakes . . . Packard Power Steering . . . and countless other advancements developed by Packard's own engineers are among the many other advantages you can enjoy only in a Packard-built car.

Last, but not least, is the rich satisfaction you'll experience knowing you drive a car of unquestioned prestige and distinction.

PACKARD BUILDS QUALITY ONLY



HIS FAMILY is proud but puzzled by Tommy (right). Mrs. Jackson (left), a widow, has a hard job coping with celebrity son.

YOUNG 'HURRICANE' THAT BLEW OUT

Rapid buildup outstrips performance
of a boy who always liked to fight

Thomas Jackson, 22, of Rockaway Beach, N.Y., started fighting early. "I was always just a running, moving kid," he says. "I couldn't keep still; the big boys were always after me. They were always catching me and throwing me in the sticker bushes and stomping on me."

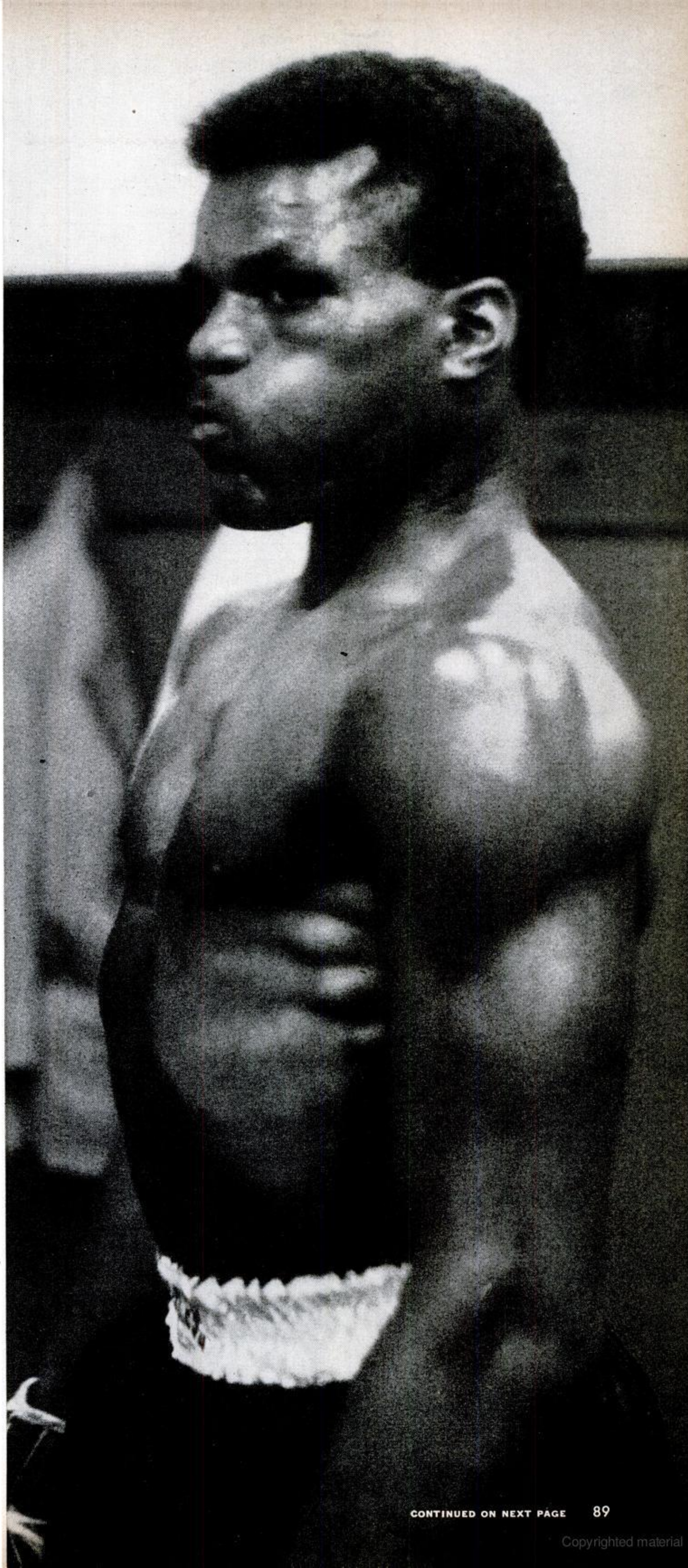
Tommy's ambition to be a fighter dates from the day he fled the fourth grade. "He was only thinking one thing," his mother recalls. "He wanted to box. There was no sense getting him to think about anything else."

Introduced to formal fighting at 13, Tommy has since gained two nicknames, "Hurricane," for his windmill style of attack, and "The Animal." The latter was given admiringly for his rigorous training habits and scornfully for his lack of finesse. In two years as a professional he flailed past some ranking heavyweights to status as a championship contender. Tommy, however, was exploited in a way becoming common today when there are never enough fighters for televised main events. The speed of his buildup was not matched by a corresponding increase in ability. Although he went into the ring confidently last week, when he came out (p. 95) he was back in the sticker bushes.



HIS TRAINING always includes 10 miles of running on the Far Rockaway boardwalk, then three hours in the gymnasium.

IN DRESSING ROOM TOMMY SHOWS OFF HIS PHYSIQUE →



NOW REMOVE DANDRUFF... BRIGHTEN YOUR HAIR UP 35%

with the very first shampooing!



A SINGLE SHAMPOOING with new milder Fitch Dandruff Remover Shampoo will brighten your hair up to 35%... remove loose dandruff and recondition hair at the same time.



FOR CLEANER SCALP, dandruff-free hair, use Fitch Dandruff Remover Shampoo. The only shampoo guaranteed to remove ugly dandruff with just one lathering or money back.

**Only FITCH guarantees
cleaner, brighter hair...
free of ugly dandruff!**

Think of it! Scientific "Reflectance" tests prove new milder Fitch Dandruff Remover Shampoo brightens hair up to 35%! Yes, brightens hair up to 35%—and it's guaranteed to remove every trace of dandruff too, with just one lathering or your money back!

Most amazing, new milder Fitch is so gentle, it's wonderful for baby's hair! So, if you have only used Fitch when you really wanted to get your hair clean—if you thought it was too harsh and strong to use regularly—listen! New milder Fitch is so gentle, so free of bite and sting, you can use it *every* single time you wash your hair!

Reconditions too!

What's more, its remarkable reconditioning action leaves hair softer, easier to manage, inclined to wave.

Get a bottle of this new milder Fitch Dandruff Remover Shampoo. If you're not delighted with how it brightens your hair up to 35%—how it removes loose dandruff too, in just one lathering—return unused portion for full refund from manufacturer.

Also ask for a Fitch shampoo at any Barber or Beauty Shop.

**IMPROVE HAIR LOOKS
*or money back!***

Young 'Hurricane' CONTINUED

HE MOVES UP FAST TOWARD THE TOP, SPLIT UP THREE WAYS



MANAGER LEONETTI

11% as unofficial manager. Then the two got old-time fight hand Sammy Golden (right) to help as silent manager for another 11%.

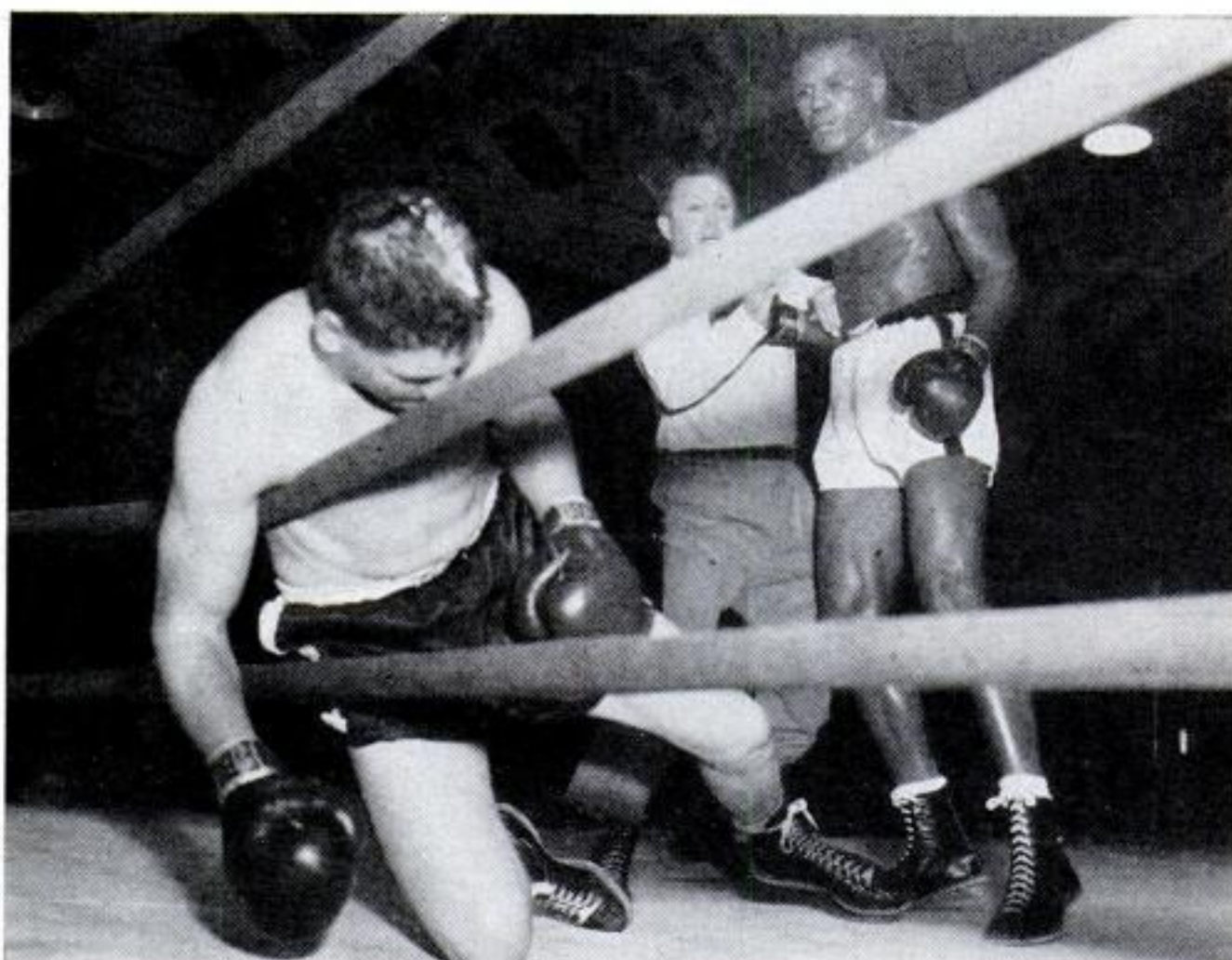
The partnership survived Jackson's early fights—he won 13 out of his first 15, three by knockouts—and his first big victory over Rex Layne. But after he beat Dan Buccheroni for a \$3,500 purse, three managers proved a crowd and handling Jackson proved a problem. Either the partners were openly squabbling or else they weren't talking to each other. At Jackson's prefight physical examination two weeks ago, the managers staged an angry public fight of their own. They quieted down when New York's Boxing Commissioner Christenberry said he would fire all of them if they did not stop arguing.



MANAGER GOLDEN



ANOTHER MANAGER, Lippy Breidbart, dozes in dressing room as Trainer Whitey Bimstein reads the Bible to Jackson to help calm him before a fight.



FIRST BIG WIN for Jackson came in January against Rex Layne. Never hit hard, Layne, exhausted by the rain of blows, collapsed in the sixth round.

CONTINUED ON PAGE 92

Don't let this happen to your car!



At the first sign
of **overheating** use
new, improved
Du Pont
Cooling System
Cleanser

If a rusty radiator causes your engine thermometer to read high on moderate summer days, don't wait for a scorcher. Put in Du Pont Cooling System Cleanser right away. It cuts grease with detergent action, cleans out scale, and dissolves rust so that water drains out clear. And neutralizer in each can completes the job. Du Pont Cooling System Cleanser is thorough, safe, simple.



Keep your radiator clean
with new
DU PONT ANTI-RUST

Once your cooling system is clean, keep it that way with Du Pont Anti-Rust. This new liquid inhibitor retards rusting, inhibits acid formation, and lubricates the water pump as well!

DU PONT
NO. 7. PRODUCTS

From Chemical Research . . . For Easier Car Care



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

RONSON ANNOUNCES !!! AMAZING WINDPROOF LIGHTER... ONLY \$3⁹⁵

Here is a truly windproof lighter! Precision made. Pick it up. You can actually feel its solid, obviously superior construction. No flimsy parts here. The *Windlite* is firmly, tightly built. It's perfect for every man who smokes outdoors. You'll want a new *Windlite* for rugged outdoor use to supplement your Ronson "dress" lighter!

Here are five important reasons why:

1. **Slotted windshield** deflects a gale, and only *Windlite* has it!
2. **Fiberglass wick** lasts a lifetime, and only *Windlite* has it!
3. **Removable base** ends messy refilling, and only *Windlite* has it!
4. **Hidden hinge** won't catch on clothes, and only *Windlite* has it!
5. **Super fuel capacity** gives more lights, and only *Windlite* has it!



©1954 RONSON CORPORATION

look for the name

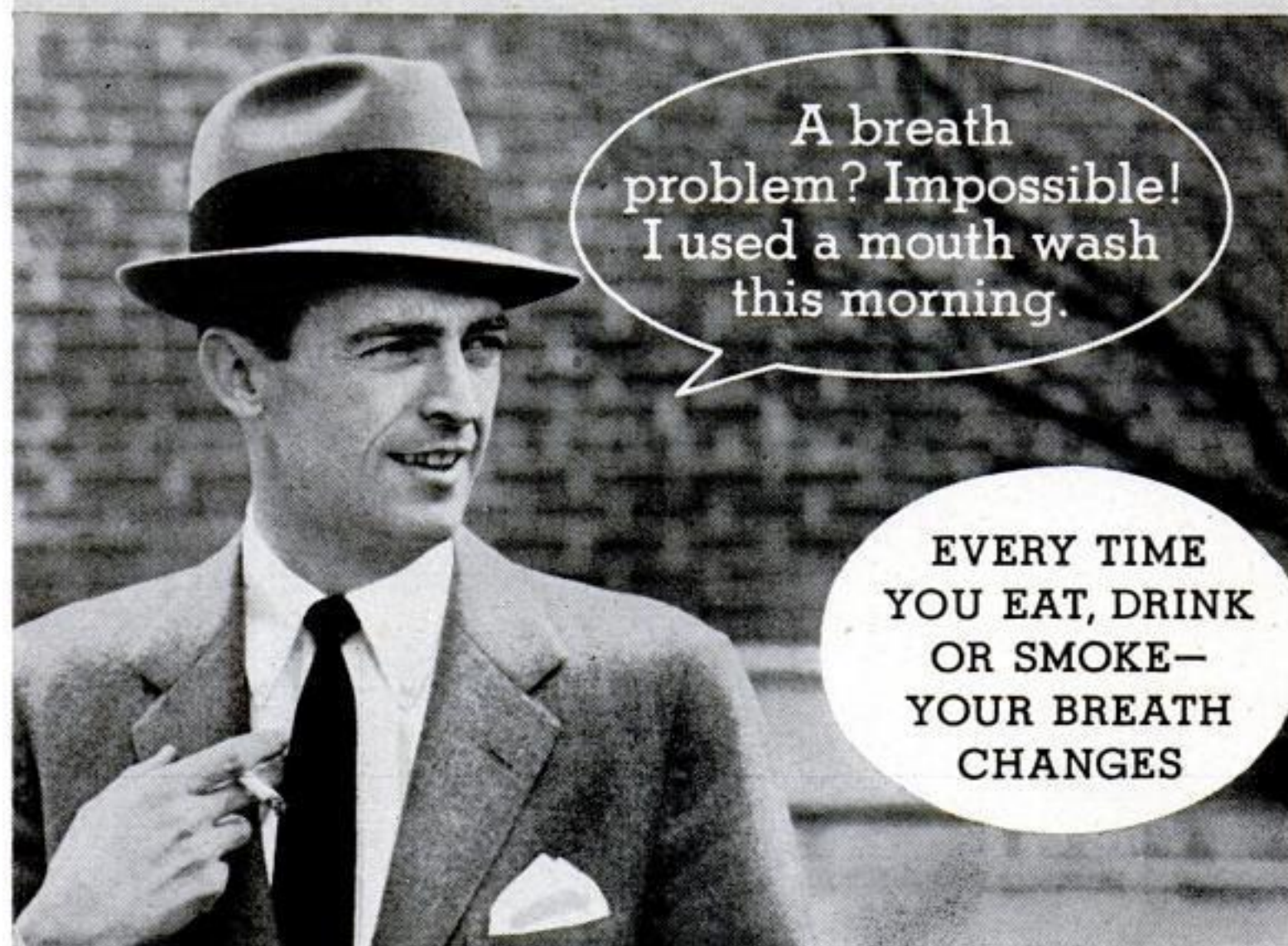
RONSON

world's greatest lighter

BEWARE THE BACKWARD STEP*

* *It's a warning about your breath*

When your wife steps back to avoid your kiss—could be you have a breath problem.



CLORETS MAKES BREATH

"Kissing Sweet"

IN SECONDS

even after onions • smoking • alcohol

• Nine out of ten people need a breath purifier sometime during the day—because your breath changes every time you eat, drink or smoke. But with CLORETS in your pocket or purse you are only seconds away from "Kissing Sweet" breath. CLORETS' new exclusive formula with Retsyn DOUBLES chlorophyll's breath purifying power. CLORETS are more effective because they contain more of the vital chlorophyll elements which purify your breath. You'll chew CLORETS for pure enjoyment—they're so minty, refreshing and delicious.

...be sure
your breath is
"KISSING
SWEET"

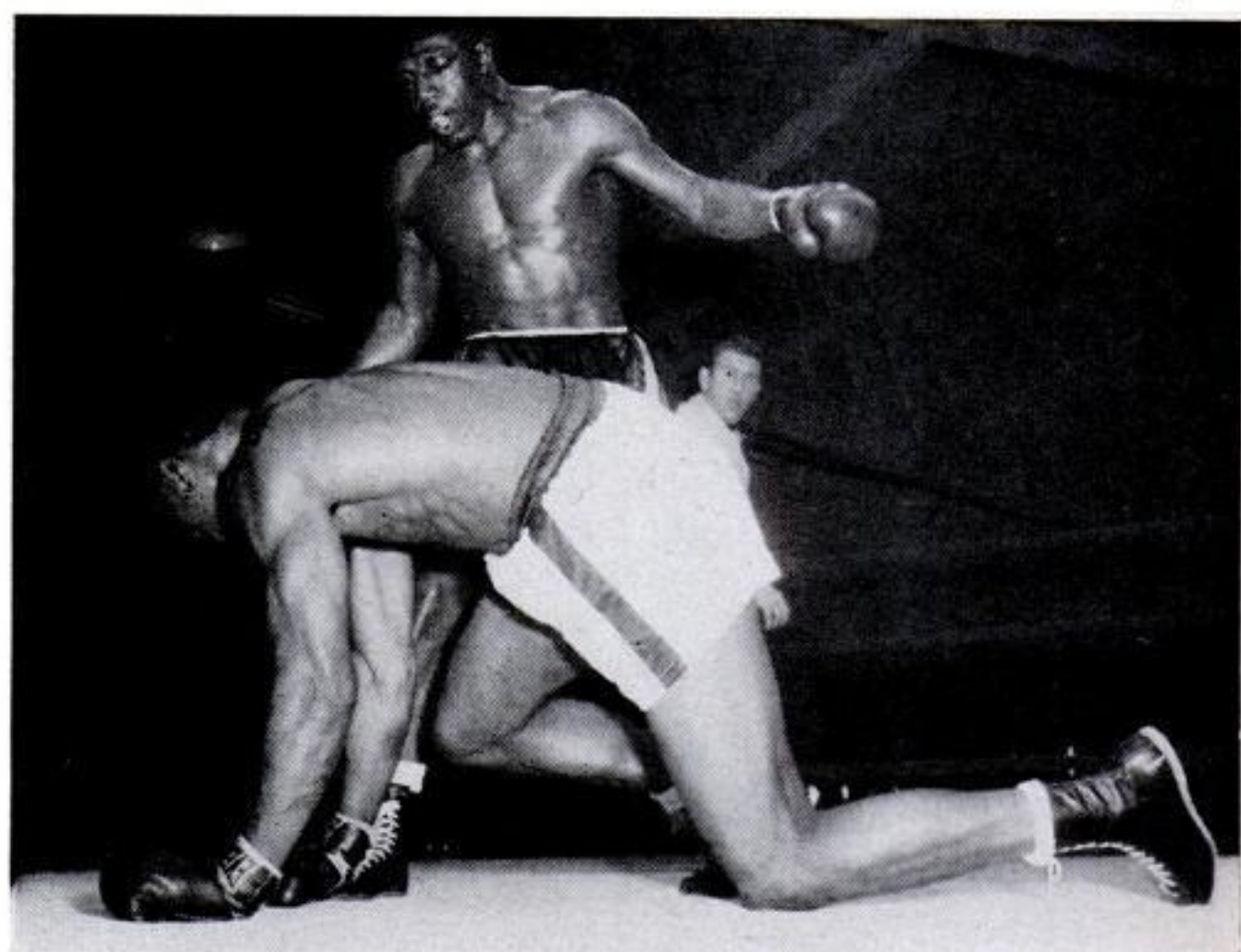


Young 'Hurricane' CONTINUED

HE GETS A SWEET TASTE OF GLORY, THEN IT STARTS TO SOUR



THE BUILDUP of Tommy Jackson included meeting Jack Dempsey. As they exchange grips, Trainer Bimstein looks on worshipfully. "He can't hit," said Dempsey of Jackson, "and he doesn't know how to fight, and he looks like the kind who can't learn, but he keeps coming and I love to watch him."



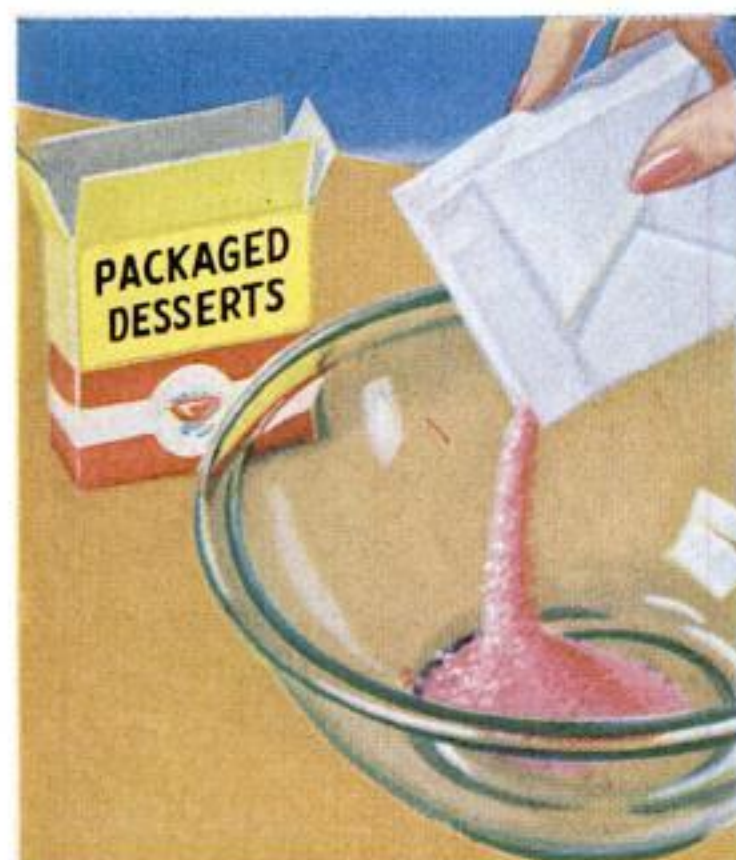
FORECAST OF TROUBLE for Jackson came last April in loss to Jimmy Slade, sprawling on the canvas at points after missing with wild swings. The whole day before the fight, Jackson had been out on a date with a girl. Moaned Manager Breidbart, "I had a 194½-pound lovebird stuffed with Cracker Jack."



ROW WITH MOTHER brought Jackson an official scolding after the Slade fight. He had blamed defeat on her, complaining she treated him like a little boy which made him too nervous to fight. Sitting with her in commissioner's office (above), Jackson said, "He told me you should honor your mother."

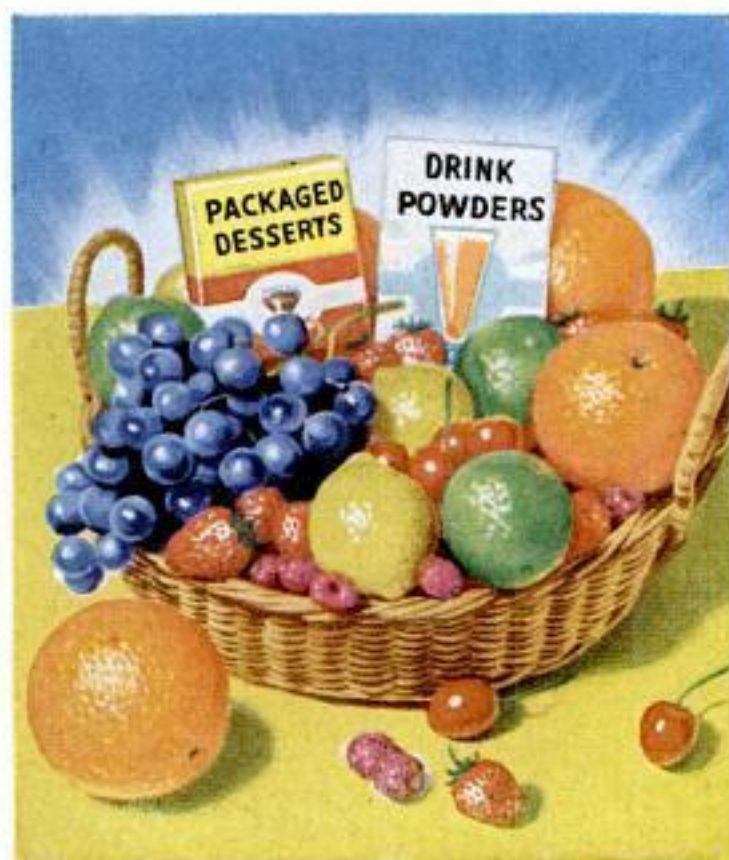
CONTINUED ON PAGE 93

3 good reasons why **dextrose** improves dessert and beverage mixes



1. IT "POINTS UP" FLAVOR—

The tantalizing fruit taste of gelatin dessert is its most important quality ... dextrose enhances fruit flavors.



2. IT PROTECTS FLAVOR—

In packaged drink powders and gelatin desserts, dextrose protects flavors, keeps them fresh and "alive".



3. IT ADDS FOOD-ENERGY—

Drink powders provide a delicious, refreshing energy lift, sparkled by dextrose, nature's food-energy sugar.



Since dextrose is made for industrial use *only* it cannot be bought in food stores. It is sold *only* to producers of fine foods and beverages, who use this great sugar to improve the quality of their products.

As a natural sugar, dextrose is used directly by your body for energy. It is promptly absorbed and utilized. Under the trade name of Cerelese, dextrose is produced by Corn Products Refining Company.

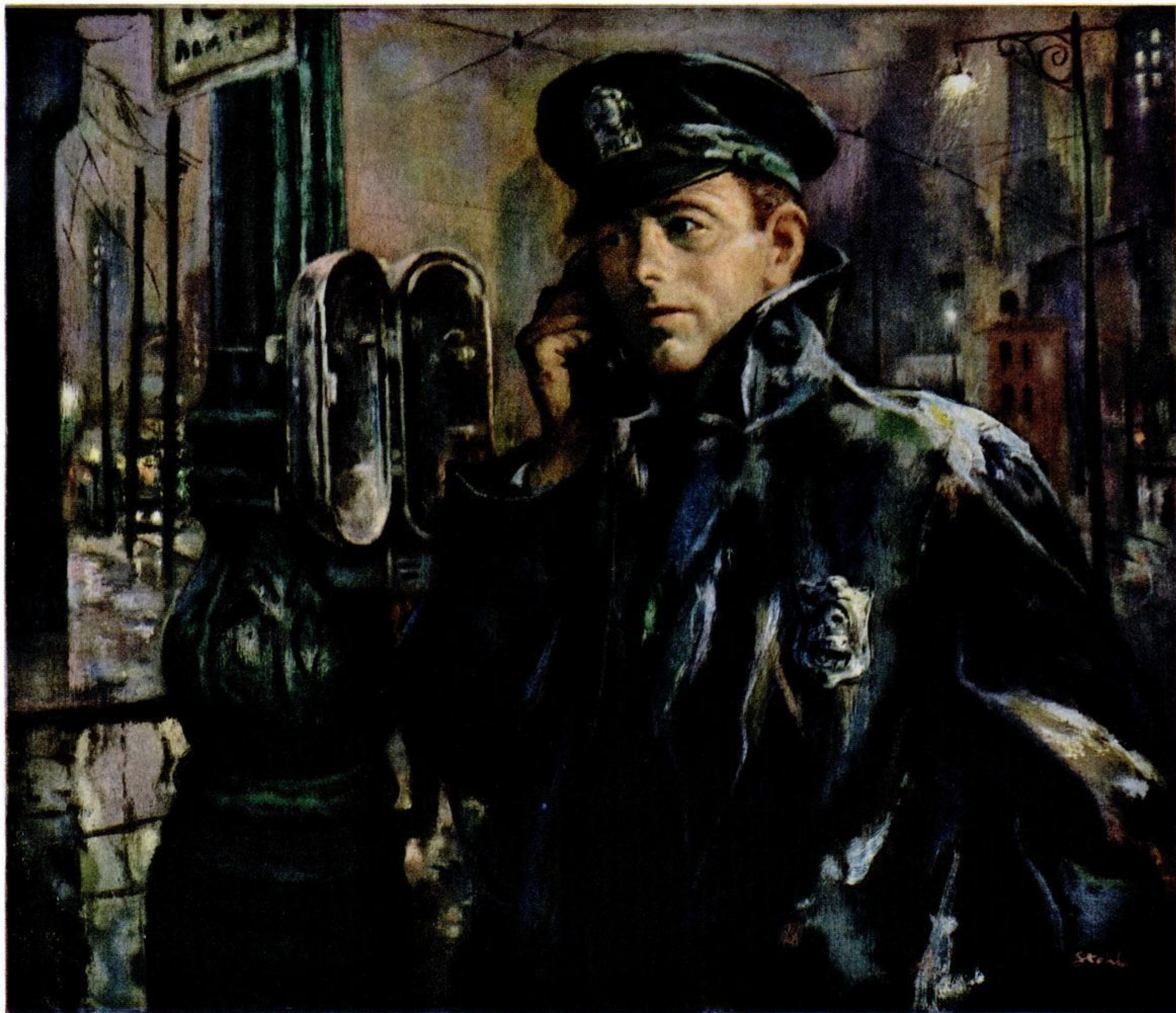
Fine dessert and beverage mixes are made with

dextrose
food  energy sugar



For more
PARTY FUN

Colored straws give everyday powdered fruit drinks a party air. Animal crackers can make a circus parade around the molded dessert. Trim the table with strips of crepe paper. Cut 12" squares of crepe paper and tape the sides together, then tie a knot in one end, and you'll have matching hats!



He makes our troubles his career...

MOST OF THE TIME, perhaps, he's just a fellow in a uniform who waves you through a busy intersection... but then suddenly one day he is also the man whose fast, skilled hands on an inhalator bring your baby boy back from the shadows of death.

He's the fellow who gave you a parking ticket that day you didn't see the sign... but he's also the one who pulled your parents out of their burning, smashed-up car.

He's the fellow who spoke a bit gruffly the time you went through the stoplight... but he's also the genial, friendly guardian the kids look forward to seeing at the school crossing every day.

He's the embarrassed, nervous young bachelor who helped bring your first-born into the world during that nightmarish ride to the hospital.

He's the good Samaritan who knows first-hand of the hardships in your town, the broken families—

and who digs down into his own thin wallet for the price of a hot meal for the youngsters left without food.

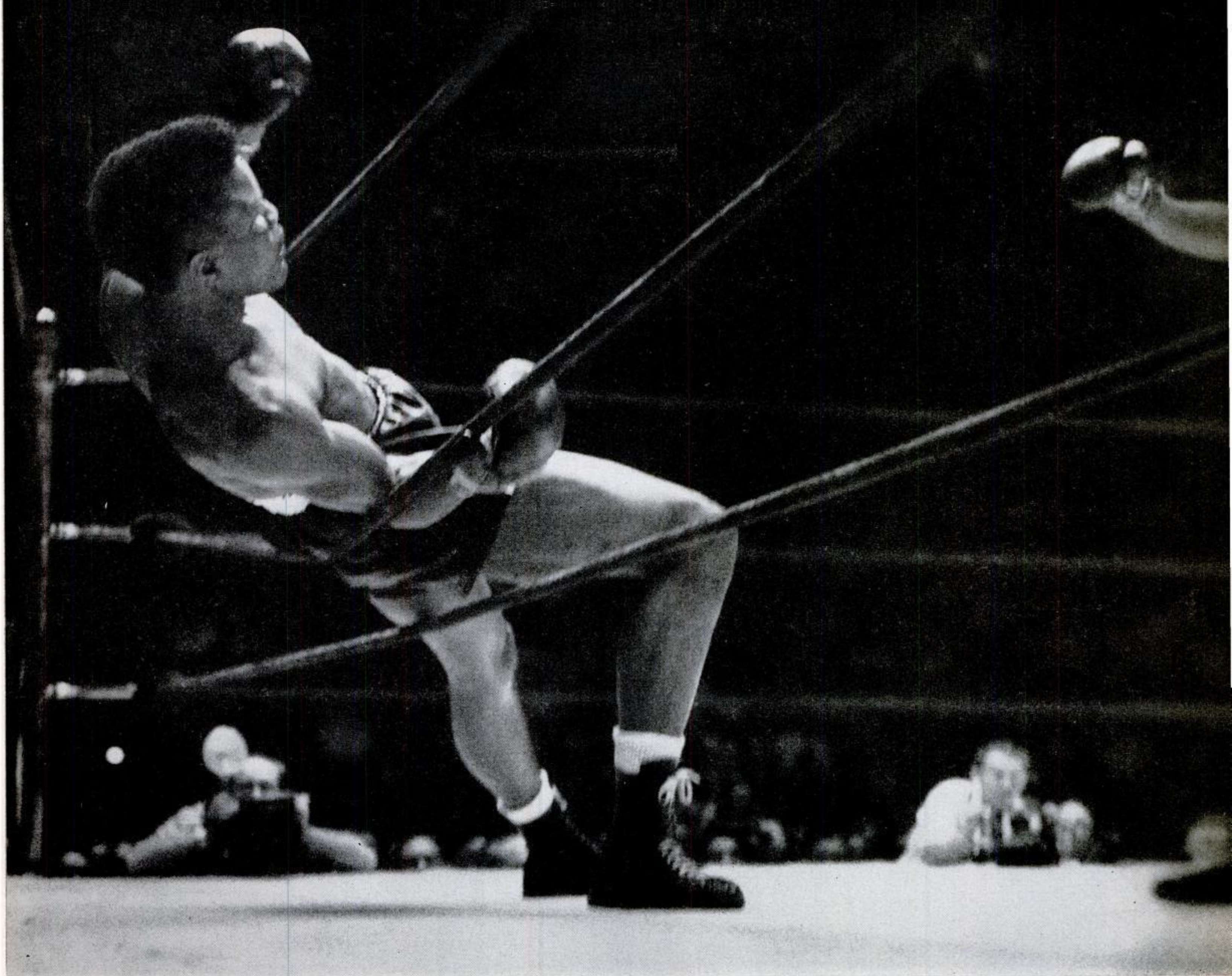
He's the bearer of sad tidings when tragedy comes, the untangler of traffic in blizzards, the Solomon who settles squabbles between neighbors.

He's the head of a family, who walked into a darkened warehouse the other night and dutifully let the men back in the shadows fire the first shot.

It's comforting to know, as we sit in our easy chairs on a wet, stormy evening, that over 200,000 Americans like him have been willing to pin on a badge and agree to make *our* troubles *their* careers.

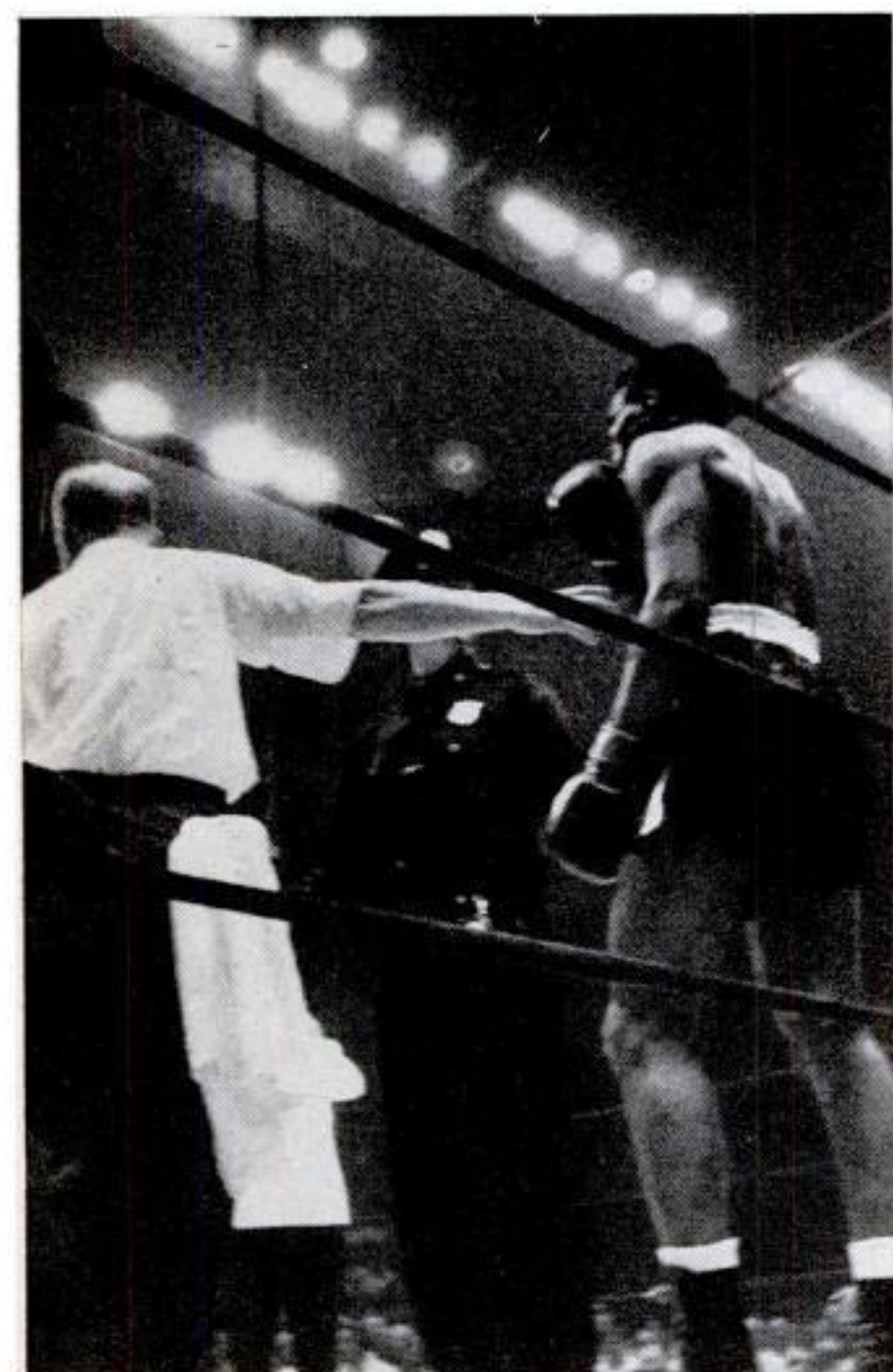
John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



THE DOWNFALL CAME in the second round, starting when Valdes' right hit Tommy Jackson on the jaw and sent him into the ropes, hurt for the first

time in his career. An inveterate alibier, Jackson insisted afterwards he was never really hit. He just slid because his ring shoes were worn and slippery.



DEFYING DECISION, Jackson stays in the ring, a cop helping to keep him from the referee.

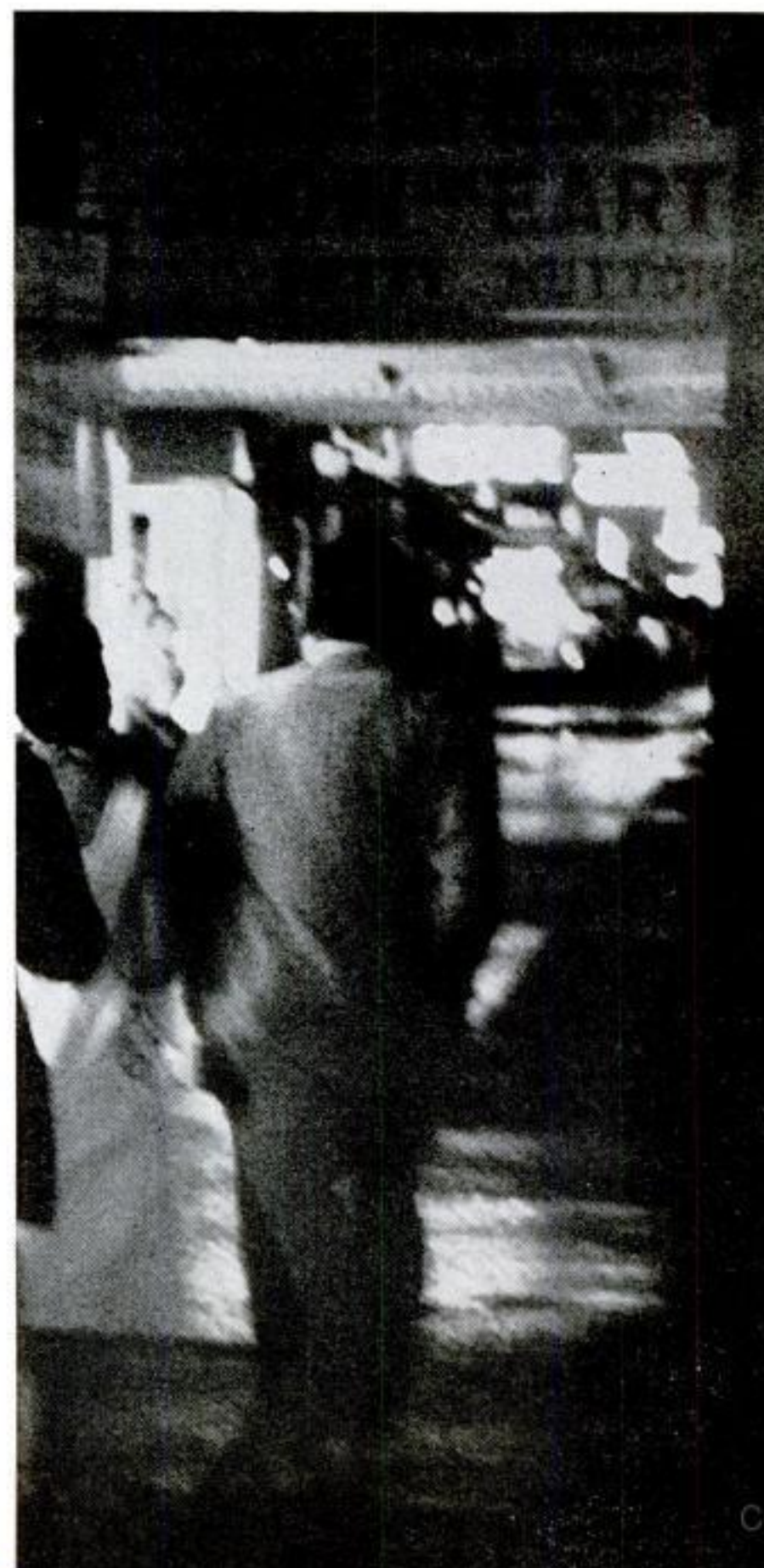
A RIGHT AND A RULING BRING HIM DOWN

Before his fight last week with Nino Valdes, the country's third-ranking heavyweight, Jackson, an 11-5 favorite, said, "I want to go home tonight early—real early!" As it turned out, he was through work in 6½ minutes.

In the second round Valdes hit Jackson with a right (*above*). Then Valdes knocked him down twice. Too green to tie up Valdes by clinching, Jackson came pawing back. Valdes missed with a right, but his forearm pushed Tommy to his knees. The referee ruled this the third knockdown of the round which gave the fight to Valdes on a technical knockout.

It was a dubious decision and Hurricane angrily refused to leave the ring (*left*). "I'm not going," he kept saying. Finally he did leave and a few minutes later (*right*) he was walking the streets outside, bitter and brooding, as a rainstorm wet and whipped him.

WALKING IT OFF, Jackson tramps with his girl → through windy, rain-driven streets of Manhattan.





THE LAWYER'S AFTERTHOUGHTS

The Army's counsel writes his own impressions of the real lessons, with some amusing personal recollections, of the McCarthy hearings

by JOSEPH N. WELCH

ONCE, in what now seems like the long ago, I went to some hearings conducted by the late Senator Tobey on the matter of business firms owned by charitable trusts; I attended on behalf of a pension fund I represented. Once I got a few fleeting glimpses on television of a one-man hearing that Senator McCarthy conducted in Boston. But not until fate rather strangely took me from Boston to Washington as counsel at the Army-McCarthy hearings had I seen a full-dress congressional investigation. If you, the reader, watched the hearings and found them a novel, startling and sometimes bewildering experience, you are pondering the words of a kindred soul.

What chiefly impressed me as a lawyer, I suppose, was what you might call the free-wheeling characteristics of the hearings. The only rule you could really be sure of was that they would start around 10 a.m. and run until 12:30, then resume again from 2 p.m. to around 5. On the way to the hearing room it was impossible to predict what would happen between 10 a.m. and 5 p.m.; on the way back it was sometimes hard to believe what had happened.

After the hearings were over a lawyer friend said to me, "There was just no wall against which you could back a witness and make him act like a witness. That was the chief trouble."

What he observed was true, agonizingly so at times. There was no wall standing firm at the back of the room labeled "relevancy," no wall at right angles labeled "competency," no wall parallel to this bearing the sign "materiality." Thus there was no chance of confining a witness or a cross-examiner to the necessary limits within which the blessed logic of courtroom practice dictates that facts in dispute should be presented and weighed.

All in all it was a strange experience for a lawyer unfamiliar with Washington. We seemed to be trying the case before a court, or the parallel to a court, or some kind of approximation of a court, with seven judges. Or were they perhaps jurors? (If they were jurors, it was odd to have them asking questions and even testifying.)

Presumably they could, by a majority vote, have overruled the chair—say on a matter of relevancy—but no such vote ever took place. As to the chair, he resembled the

presiding judge of a seven-man court. He could and did from time to time make rulings which, while not clothed in absolute authority, did have a certain validity. At one time, when Senator McCarthy tried to question the Secretary of the Army about something that Earl Browder said 10 years ago, the chairman could and did rule that such a question was going too far: with great strength and finality he planted a flag in the Arctic wastes and said this far north and no farther.

Some people thought that Senator Mundt should have wielded a firmer gavel. But this would have involved more difficulties than the average observer knew. Senator McCarthy remained a senator regardless of his role in the case, and he had the power at all times, through the device of a point of order or a point of personal privilege, to command the attention of the seven senators and the audience. I am not aware of any point the senator wanted to raise which was stillborn for lack of an opportunity to say what he wanted to say.

The subcommittee's counsel, Ray Jenkins, was accorded the authority of advising on points of procedure, but his authority was by no means the equal of that wielded by a judge. On the whole his views of relevancy were rather broad ones, as I think was bound to be the case in that climate. Under the circumstances a good many irrelevancies were enthusiastically pursued. The whole case of what I called the purloined document, the 2¼-page "FBI letter," though it raised some questions so important that I want to discuss

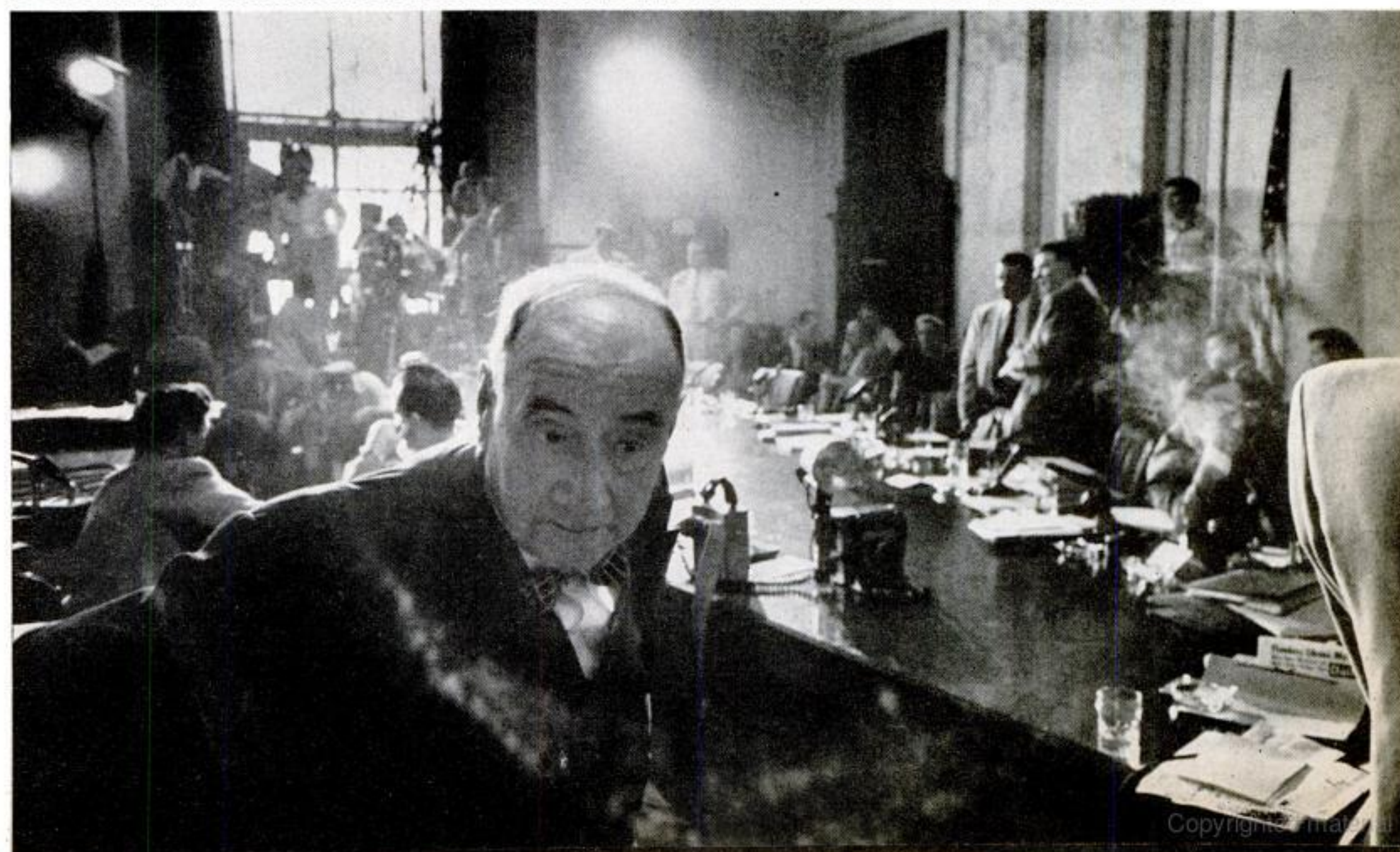
them at some length a little later, seemed an irrelevancy. In any event it cast no light whatever on whether Private Schine was, on the one hand, the object of pressure for special privilege, or, on the other hand, was held as a hostage. The oft repeated fact that Roy Cohn had prosecuted or helped prosecute first- or second-string Communists, while reflecting credit on him, did not particularly illuminate the issues.

There was one long passage during which Senator McCarthy read us lengthy excerpts from the testimony of General Van Fleet and others about the conduct of the Korean war, converting the excerpts into a maundering sort of question terminating, "Do you agree with me, Mr. Carr?" Curiously enough, Mr. Carr would agree each time. But this display of rapport seemed to me to have not the remotest connection with Private Schine.

Then there was the whole matter of Senator McCarthy's illustrated lecture, with the map of the United States bearing numbers that even he told us had "no special meaning." Would it not have been equally germane if we on the Army side had prepared a chart of all the actions that took place in Korea where men wearing the Army uniform actually killed Communists and actually got killed or maimed by Communists? There could have been a map—numbered a little arbitrarily, shall we say—of those actions and everyone in the room could have looked with some thoughtfulness at those far-off places in which some thousands of men died fighting Communism.

CONTINUED ON NEXT PAGE

IN SMOKE-FILLED HEARING ROOM ARMY COUNSEL WELCH RISES BONE-TIRED AFTER GRUELING SESSION



← IN BOSTON, where he works in his shirtsleeves at a stand-up desk, Lawyer Welch looks brisk and cheerfully busy. On the wall is a favorite barometer.

The hearing room was in many ways like a courtroom. But in other ways it was so unlike a court that I sometimes referred to it in desperation, when talking to my associates, as "this lawless room." I do not mean to imply that the hearing was a mere brawl, although at some painful moments it looked and sounded like a brawl. Nor do I mean to imply that it was filled with reckless, lawless or abandoned men. The point is simply that there were not, as there are in a courtroom, any principles of procedure thoroughly understood by all participants and readily enforceable by the presiding official.

Objections were rare indeed, though points of order were frequent, and a motion to strike an irresponsible answer was unknown. (How do you strike an answer that some millions of people have listened to with what I suppose was rapt attention?) There was a fairly steady whispering of attorneys to witnesses, completely foreign to the courtroom where you are entitled to ask a witness to reveal the entire conversation if you see him so much as talking to a lawyer during a recess. There was, or so it seemed to me, endless repetition. How many times did we hear Secretary Stevens asked about his desire to stop the hearings on Fort Monmouth and hear him say that it was the *type* of hearings to which he objected? Once a matter has been adequately covered in a courtroom, mere repetition will not be permitted by a judge. In this room any choice morsel was apt to be chewed over and over until the last lingering trace of anything nutritious was finally and completely exhausted.

One quite remarkable feature of the hearings, I thought, was the swearing in of two attorneys, Jenkins and my assistant James D. St. Clair, and Senator McCarthy's occasional demands that I too be sworn. Nobody seems to have paid much attention to this matter but I considered it a little strange. For I had the quaint and old-fashioned notion that every lawyer has already been sworn at the time of being admitted to the bar—and that anything Mr. Jenkins said, or Mr. St. Clair or even I said, automatically carried with it some sense of honor, honesty or integrity, or perhaps even a little of all three.

Moreover it is fundamental to the code of the legal profession that a lawyer not be a witness in a case where he is also an advocate. The reason is that if I serve as advocate I must be free to urge the jury to believe some witnesses and disbelieve others. What greater impropriety—not to mention immodesty—could there be than for me to urge upon the judge and jury the validity of my own testimony?

In the cases of Mr. Jenkins and Mr. St. Clair it would have seemed to me equally cogent and in somewhat better taste if they had been permitted to make a simple statement of the facts.

Along the same line was the odd spectacle of a series of Republican senators, men who hold one of the most exalted public offices in this land, finding it necessary to hold up their hands and promise they would tell each other the truth. There seemed to be something about that room, or its occupants, or some of them, which caused unusual emphasis to be attached to the taking of an oath. Coupled with this emphasis, or perhaps a part of it, was the frequent mention of the word perjury. Something salutary, it must have been hoped, would flow from speaking that ugly word at reasonably frequent intervals. What seemed to me a heavy-handed use of sanctions and threats changed, I think, no single line of testimony. Certainly it added no grace to the proceedings and perhaps the prestige of the United States Senate was faintly eroded. In any event I prefer to think that most people find it natural to tell the truth and that the simple truth has a charm about it not necessarily enhanced by the taking of an oath.

WHILE Secretary Stevens was on the stand I offered to make a series of small wagers that his cross-examination would last only two days after the senators on the committee had run out of material or enthusiasm. No one could say that Mr. Jenkins' previous cross-examination had been less than adequate. The area of factual material over which additional cross-examination could range seemed to me reasonably limited. Believing this, I was certainly lucky that

my offer of a small wager was not accepted, for my losses, pyramided from day to day as Senator McCarthy's cross-examination continued on and on past my expectations, would have sent me to the moneylenders.

The cross-examination came to an end only when I discovered that the Secretary was suffering from a serious virus infection with an alarmingly high temperature and had been taking massive shots of penicillin. His illness had been diagnosed by an Army colonel who had both prescribed the penicillin and administered it. But the Secretary had ordered the colonel to conceal it from me, and a command from the Secretary of the Army to a colonel on his personal staff has a quality of finality to it that is something to behold.

At home, however, even a Secretary of the Army is only a husband. Commands issued at the breakfast table were at first obeyed by Mrs. Stevens, then disregarded. Only when I learned from her that what I had for days supposed was fatigue alone was in fact a serious illness did I assert my own authority and insist that the cross-examination be at least suspended.

I am reminded of a trial we once had in Massachusetts where a plaintiff sued several defendants on a charge that they had conspired to defraud him. It was a complicated trial which continued for approximately a year. The plaintiff was on the stand for nine weeks; it simply took that long to explore thoroughly all the bypaths of his testimony.

Obviously, one cannot make a ruling that a witness should be examined for, say, 10 days and no longer. Such a ruling would have been manifestly unfair to the defendants in the case I mentioned. Yet no judge would have permitted that plaintiff to be cross-examined on what was contained in the files of his various companies before he came to own them. No judge would have permitted the cross-examining lawyer to engage in constant repetition, to make accusative speeches cast somewhat in the form of questions or to frame long and involved questions involving assumptions or hypotheses which had in no way been established at the trial.

When Senator McCarthy took the stand, I was admonished by telephone, by telegram, special delivery letters and ordinary post that I was to see to it that his cross-examination was sufficiently extended so that Secretary Stevens' claim to some sort of an endurance record should not go unchallenged. That I did not cross-examine endlessly, loudly and with a contemptuous air of disbelief was a source of much unhappiness to a large number of articulate people. But if I pressed for a crisp answer or, worse than that, a yes or a no, the wires grew even hotter from those quick to sense and censure what they thought was unfairness on my part.

Pondering how to handle such problems, I often thought of the hearings as a great, rudderless wallowing craft, the speed and direction of which were completely unpredictable, with all of us on it helpless passengers at the mercy of the elements and perhaps lacking a destination except in the sense that the voyage must some day end. But that figure of speech is not quite accurate, for the whole affair darted around with much greater speed than a big craft could ever attain and with more erratic changes of direction than nature could ever produce. It was much as if someone grabbed hold of the tiller of a swift little power boat and wrenched it around and then someone else wrenched it in another direction.

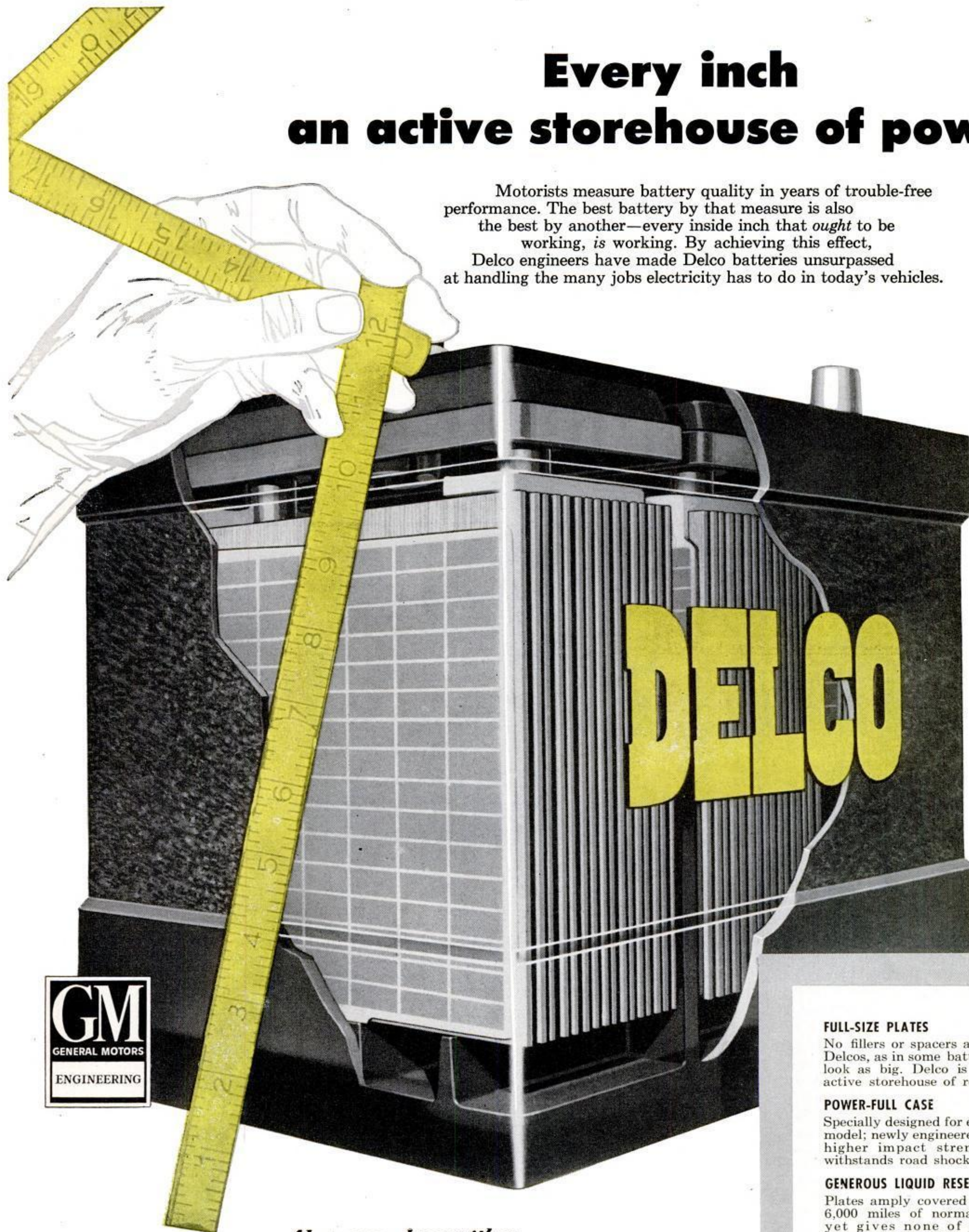
There is a large body of thought in this country to the effect that we must have a new set of rules to govern our committee hearings and wise men are now attempting to draft such rules, their goal being hearings that will be a credit to the Congress and to the country. I am confident that the Congress abhors any other kind of hearing. I venture to suggest, however, that rules alone will not solve the problem and that its solution will come partly from a sober sense of responsibility on the part of every senator ever engaged in public hearings, combined with a determination first to demand and second to abide by crisp, sudden and unappealable rulings at the hands of the chairman.



CROSS-WHISPERING went on all the time during hearings. Here Jackson turns to consult adviser while another leans across him to whisper to Symington.

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Which brings us to the whole matter of public opinion and that searching, revealing eye called television.

The first sight of the hearing room was a shock to a lawyer used to the traditionally ordered interiors of courtrooms. It was utter confusion. Photographers leaped up and down to get pictures. Messengers crawled beneath chairs. The cameras turned to follow the action. Spectators came and went. People sat, stood and moved in every square inch of space and the whole crowded room was bathed in the bright lights of television.

I took one look through the doorway and recoiled. The capitol patrolman on duty there was amused. "Don't worry," he said, "in three days there won't be 20 people here."

I have often wondered why his judgment proved so wrong. There was something about these hearings that seemed to affect the public like a habit-forming drug. Once you acquired the incurable habit, apparently, you put up with immense stretches of aridity, believing, certainly not always correctly, that at any moment a rocket would take off from this dismal desert and you would be galvanized into wanting to shoot or cheer someone and would then be able to sit back feeling somehow rewarded and fulfilled.

Personally I was fortunately not too conscious of the fact of television. I never stayed up at night to watch myself when the day's highlights were televised, nor did I ever hear myself on the radio summaries except one day by accident in the steam room of a mas-sour to whom I went almost daily before dinner to have the strain kneaded out of my aching muscles and mind. Partly I was just too tired, for the work and tension of a prolonged hearing like this, beginning long before the first witness is heard in the morning and continuing long after adjournment at night, are more than any layman could imagine. But mostly I had no urge to see them. In my weariness as the days wore on I marveled that anyone who did not have to would have the durability to watch this ancient and sagging show.

Sometimes at night, after the exhausting day, I would carry up to my hotel room some of the letters that kept arriving from the people who watched on television. I would slit them open and read, "I listen every day to every marvelous moment." I would ask in awe, "How in heaven's name can you?" Another letter would say, "I am sick of you and your slimy character."

I was faintly gratified at this display of intelligence. I myself was immensely tired of the old man.

Many phone calls came to the hotel, mostly long distance. Often in the brief period between reaching my room at night and going to bed I would have the operator put them through. I would take them, I must admit, as you might reach into a grab bag at the church fair, to see what little prize you might extract. Some of the callers urged, "Hit them harder, don't be so gentle." Some said flatly, "You must be a Communist yourself." Many suggested questions to ask the McCarthy forces, some of them quite pointed and inspired, others leaving a good deal to be desired from the viewpoint of courtroom technique or even common logic. (I developed the theory on the matter of long-distance telephone calls that if we ever completely get rid of liquor—I do not consider the Prohibition era a suitable test—the American Telephone & Telegraph Company will finally have to reduce that \$9 dividend.)

The call I remember best came from Pittsfield, Mass., a city where I have friends. I took it happily, expecting something pleasant, but the caller proved to be a lady whose name I had never heard before. "After the way you treated Roy Cohn today," she said, "I just want you to know that I've got a brother in the Navy who's a prizefighter and he's coming down to Washington to beat you up."

"And I gather you approve," I said.

"Yes," she agreed, and there was naturally a silence on my part. "Well," she continued, "you better get a bodyguard."

I reached what I believe is the not totally unwarranted conclusion that she had no brother at all but merely wanted to upbraid me, in

this rather indirect way, for casting such wicked aspersions on her shining knights. I grew to expect such callers and to expect more vituperation from fancied aspersions on Cohn than on McCarthy. Roy Cohn, they seemed to feel, is so young, so defenseless. He is so completely clean-cut and dedicated, a young man who has relinquished personal ambitions and consecrated himself to the public service. Whereas you, Mr. Welch, are a pious old fraud who only pretends to be interested in the welfare of our nation. You aren't fooling anybody, Mr. Welch. Go home, Yank.

Into the cameras flowed images and words; back from the television sets, in the form of phone calls and letters and telegrams and the atmosphere of unseen watching eyes, there seemed to flow strange, intangible, rather mysterious pressures. Was there really this flow in the opposite direction? Was there actually, as there seemed to be, a stimulus, an invitation, almost an obligation, call it what you will, to meet the requirements of this hungry, critical and, as far as I could make out, curiously demanding audience? Was the testimony being heard by the senators and incidentally by the television audience—or by the television audience and incidentally by the senators?

I honestly do not know. But I noted that whenever any important witness was on the stand it became the duty of each senator to display his interest in the job at hand and his ability to phrase and put interesting questions.

Did television advance the political careers of any of those concerned?

I have a curious feeling on this which I offer only as a hypothesis, completely without objective proof. My hypothesis rests upon the fact that the telecasts occurred in the daytime when the breadwinner of the American family was out winning bread. Unless he stopped in a saloon, an accusation which it is not my purpose to make in these pages, he did not see the telecasts. It was his wife who saw them. It was she, when he arrived home tired at night, who said she had become too entranced by this marvelous occurrence to get his dinner and it was she who could only urge upon him that he stay up to enjoy with her the late-evening summary of the highlights.

It is my feeling that the breadwinner would in most cases have preferred A) to have had his dinner ready and B) to go to bed at the customary hour. As a candidate for the post of Nothing, I sense that I might have won the female vote at the cost of losing

the male vote. The same thing may have happened to those who had reason to believe or at least to hope that their appearances might help them politically.

After I returned to Boston one of my law partners was moved to ask me, "Will the day ever come when the ordinary lawsuit is televised, right from the courtroom?"

I said, "No—unless and until we human beings start growing television antennae out of the tops of our heads."

Now that I think about it, I fear he may have taken this as a facetious remark, which it was not intended to be at all, for television certainly raises some serious problems for the future. It is my firm conviction that we should never televise a trial, and perhaps should never televise a congressional hearing either, until we are as completely adjusted to television as to our newspapers, until such time as no judge, no juror and no witness is appalled, dismayed or frightened by the camera any more than by a reporter's notebook.

Every lawyer has had the experience of approaching a man who has no direct stake in a case but whose testimony is desired. When asked if he would consider becoming a witness, invariably he blanches. "I just don't want to get mixed up in it. I'd feel like such a fool." You try to reassure him: "These are your courts. You created them; you pay for them; they belong to you. You have nothing to fear there."

Nevertheless he approaches the witness stand with agony in his stomach and a creeping paralysis attacking his brain and his vocal chords. For, despite the notable exceptions, the average man, thank heaven, is far from an exhibitionist.

With television the pressures are multiplied. It puts no burden,



"SO YOUNG, SO DEFENSELESS," writes Welch, was some television viewers' description of Roy Cohn on the witness stand. They upbraided the Army counsel for casting "wicked aspersions" on a "dedicated" young man.

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UNACCUSTOMED WITNESS Jane Pike, who had monitored Army phone calls, sits tensely at stand with Welch. She did not faint, as she had feared.

WELCH CONTINUED

obviously, on such a seasoned performer as Senator McCarthy and I suppose that no man who has lived his life as a courtroom lawyer, senator or high public official could be completely intimidated by it. But what about the more casual and tangential participants, who never in their lives expected to be exposed to the public gaze in such a shameless fashion? There was Jane Pike, one of those who had monitored telephone calls in the office of the Secretary of the Army. When I first informed her that she would be called as a witness, she said with perfect simplicity, sincerity and eloquence, "I'll faint." Fortunately, once the first shock was over, she did not faint at all and was indeed a most charming picture of composure. But she had every right to regard her appearance as an ordeal.

I do not mean wholly to deprecate the telecasts. On the plus side of the ledger, I believe, were two enormously important entries. First and foremost was the opportunity for a tremendous number of people to take a long, searching, intimate look at a remarkably controversial figure named McCarthy. The nation had a virtually tactile contact with this almost legendary character. The result, as I interpret it, was clearly some shifting of opinion. Whether or not any shifting took place, the fact is that people did take the look and the listen and did form their opinions on the basis of personal observation.

The second plus entry in my ledger on the telecasts is that they made a substantial number of other senators as familiar to the public—and I do not mean to be ironic, for it is simply a fact that public officials in our recent past have been somewhat overshadowed by the heroes in other fields—as the best known news commentator, boxing champion or established star of the stage or the movies.

WHILE I cannot with propriety comment on the issues which will have to be decided by the senators, there are two side matters of great importance to the future of our nation which I consider it my duty to discuss. The first is the case of what I called the purloined document and the manner in which Senator McCarthy used it before the vast audience to urge other employees to serve as his informers in the executive branch of the government. In the strongest possible words he promised immunity to anyone who copies classified documents and takes these documents to him.

Now, a government employee who responds to the McCarthy invitation is of course violating his oath of office, which, like the Army officers' oath I read into the record at the trial, always contains the dual promise "to support and defend the Constitution of the United States . . . and . . . faithfully discharge the duties of the office."

The senator purports to say that the oath to maintain our Constitution, if carried out by the somewhat questionable device of rushing into his hands classified documents that may bear upon subversion or espionage, has greater sanction than the oath to fulfill the duties of office, which certainly include keeping secret or confidential material out of the hands of unauthorized persons. (Or does the senator feel that there is something so particularly

CONTINUED ON PAGE 104

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It Happened to Me . . .

In Hollywood, in New York (and way stations in between) LIFE is unanimously conceded to be a "star maker". Because a single LIFE issue reaches millions of readers, any actor, singer, model or starlet whose picture appears in LIFE can vault from comparative obscurity to dazzling fame in a day. That happened to countless previously little known performers, after LIFE caught their acts.

It happened to me.

Last April, LIFE photographed my interpretation of Salome in a New York City Opera production. Within days, I had received wires and letters from all over the nation. Everywhere, it seemed, people wanted to see me in person because they had seen me in LIFE.

Although I was already an established singer with a good concert schedule for the year, my bookings immediately tripled. And for some time after the appearance of the LIFE story, requests for engagements have continued to come in. You can't appreciate fully the significance of this reaction unless you know the entertainment business. Ordinarily, it takes many a concert tour before fame finally precedes an artist into a concert hall.

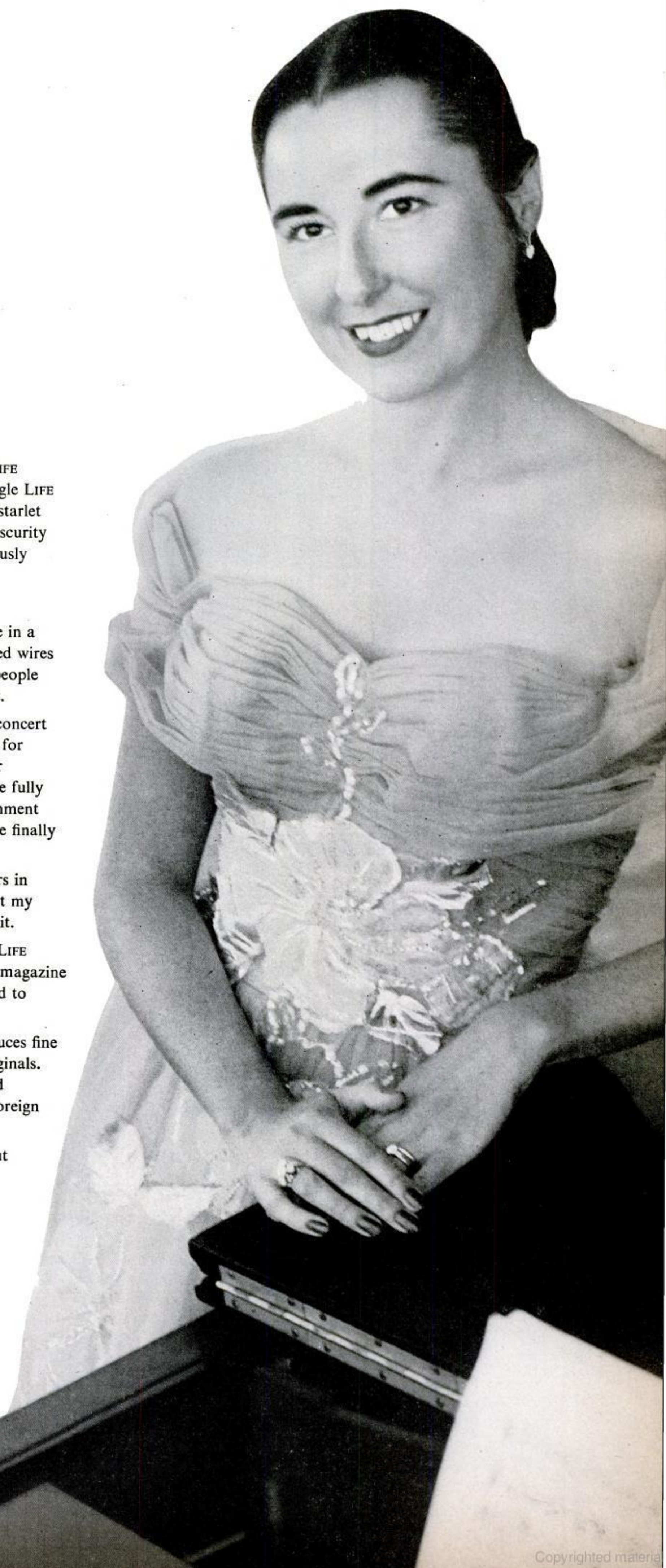
At least that's the usual run. But when your picture appears in LIFE—all rules are excepted. Literally, my LIFE story short-cut my way to fame by several years. And I have contracts to prove it.

While I was impressed and thrilled by the response to the LIFE story, I was not surprised. Because it stands to reason that a magazine which contributes so much to its readers, each week, is bound to have a tremendous influence upon them.

That's the way it is with me personally. When LIFE reproduces fine paintings in color, I want to visit the museums to see the originals. When LIFE features an intriguing new fashion, I'm apt to find myself wearing it. When LIFE does a picture essay on some foreign land, I get the urge to travel.

You can never tell what you will find in LIFE any week. But you can be sure of this: whatever it is that LIFE chooses to write about—or to photograph—will inevitably move a lot of people to action. Even a picture of an opera singer. I know. It happened to me.

By **PHYLLIS CURTIN**
Swarthmore, Pa.



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WELCH CONTINUED

exalted about the office that a senator is not an unauthorized person? Certainly the office is exalted, but I see nothing in the Espionage Act which indicates that a member of Congress is an authorized person in this sense, to say nothing of a committee staff member whether possessing full clearance or not.)

As to this matter of oaths, I would suggest that precisely the opposite of the McCarthy position is true. When I take my oath as a lawyer, I regard the portion in which I promise to uphold the Constitution as merely a sort of reaffirmation of something that I undertook just by being born an American citizen. It seems to me that I have taken this particular oath a thousand times, by voting, by registering for the draft, by singing *God Bless America*, by my daily obeisance to life in this lovely nation. Does any citizen have any right, even without taking that oath, to undermine our Constitution? Of course not. Thus it may well be that the more cogent half of my oath is the promise when admitted to the bar to conduct myself with honor as a lawyer, which may be less dramatic and less exalted, but which I am undertaking for the first time.

If, on the other hand, we are to agree with Senator McCarthy that a government employe can, at any moment selected in accordance with his own judgment, disregard his oath to fulfill his duties of office, the consequences are to me somewhat frightening. Let us take the most secret and confidential document that the FBI can and does issue, dealing with possible espionage in the most tender part of the Army. Such a document, if it is to serve a useful purpose, would in the ordinary course of events be seen by at least several persons in the Army. Each of these individuals has now received this startling invitation from Senator McCarthy to disclose the document, as he put it, by day or by night.

If the document comes to be observed only by strong, thoughtful, sober men and women, it is likely to remain secret. But if it drifts before the startled gaze of a fool or someone totally lacking in judgment or someone with a personal grudge, then secrecy will evaporate. The security and usefulness of any document will be determined by the most excitable, the most impatient and capricious person who sees it.

As one senator said, "If the Senator from Wisconsin is right, we haven't got a good government, we haven't got a poor government, we just won't have any government at all."

How to hogtie the loyalty board

THE second major side issue involved in the hearings was the matter of the loyalty boards. To wit, does Senator McCarthy, or for that matter any congressional committee, have a right to question members of loyalty boards about cases they have decided?

There are those who regard Senator McCarthy as a man who deals in Communists somewhat as a diamond merchant deals in diamonds, keeping them carefully in storage and exhibiting them only on the most auspicious and brilliantly lighted occasions. If the senator can just haul up loyalty board members and question them without restraint, he will surely ask, What was the last case you decided? Who was the accused? Who were the witnesses for and against him? What was the evidence? And now the same, please, for the case which you have under consideration now? With the names and addresses thus obtained, months of hearings with appropriate press releases at the end of each day are assured.

But what exactly happens to the work and effectiveness of the loyalty boards under these circumstances?

I offer you a hypothetical case that might come before a loyalty board. I do not cite it as a typical example. Indeed, I concede that it is rather extreme. But it could happen.

Let us assume that in the most secret recesses of the radar laboratories at Fort Monmouth two scientists work side by side. One of them we shall call the informer. He did not exactly start out to be an informer but that is becoming his role by force of circumstances. He may perhaps be jealous of his colleague. Or their personalities simply do not mesh. At any rate he has come to view his colleague with an extremely jaundiced eye.

The other scientist's wife undertakes to be the hostess at some notable anniversary in her family. Her relatives pour in for the celebration, many of them in out-of-state cars. The informer, being of an inquisitive turn of mind and suspicious of his colleague anyway, jots down and traces the license numbers. He finds that one of the automobiles parked outside his colleague's house belongs to a man whom he knew in college and who was then a member of the Young Communist League. He reports this fact.

In our present-day atmosphere the other scientist is now in deep trouble. He may be suspended from his job and placed under investigation. The burden of proof is on him to show that he is *not* a

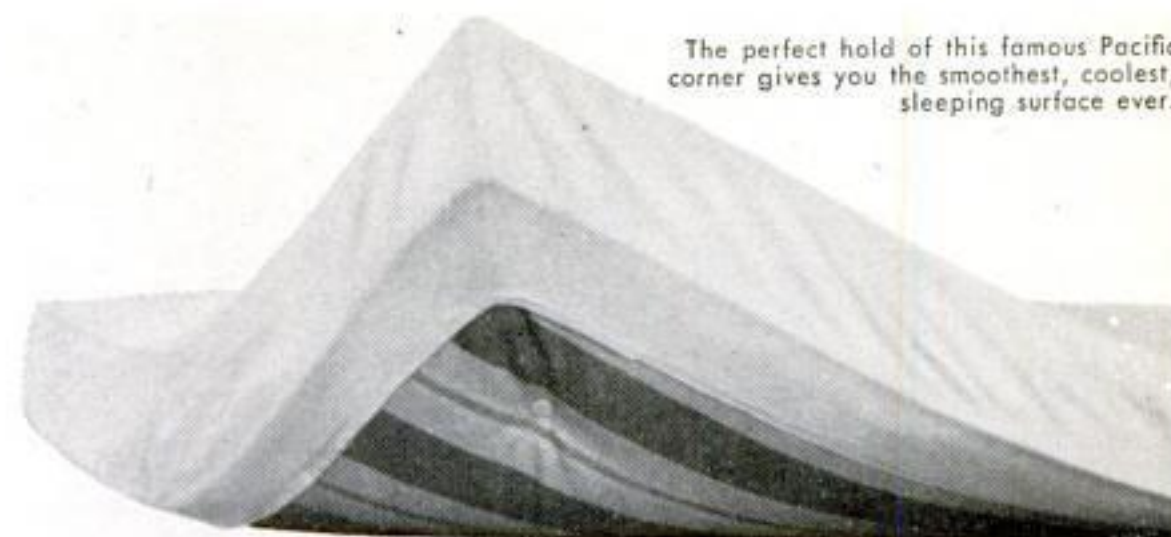
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CHAOS OF CAMERAS assembles in hearing room. At their height hearings were covered by three TV cameras, 11 movie cameras, over 20 still cameras.

WELCH CONTINUED

subversive, *not* a bad security risk, *not* a gambler or an excessive drinker, *not* a homosexual and *not* married to a woman who consorts with Communists. These are all negatives and any lawyer will tell you that a negative is often hard to prove. (I testify that I have never met you. You testify that you have never met me. But except for these two statements, both of which a suspicious jury might choose to disbelieve, what final proof can you and I possibly offer that we have never been introduced?)

The case goes to the top level, and some people exactly like you and me are called in from a loyalty board panel to judge it. The task we face is most delicate. On the one hand, we are dedicated, as all Americans have been from the beginning, to the principle that every man is innocent until proved guilty. On the other hand we are acting under a presidential directive drawn up to meet the unusual problems of our time, which places the burden of proof on the accused to show affirmatively that he should be reinstated. Simply as human beings, living in an age when there has obviously been espionage and subversion, I assume that we would begin with a rather firm conviction to take no chances.

In the case of the scientist I have posited, we would presumably say, if that is all there is to it, we should certainly clear him. Whereupon we should perform an act which Senator McCarthy kept describing during the trial as sending Communists back to the radar laboratories. (The proper description, of course, is restoring a job to a man who has wrongly been accused of being a Communist.)

Or *do* we restore the job? There are some who say that we should really not concern ourselves too much with the merits of individual cases in dangerous times like these. We should never, so to speak, decide for the defendant. And if as a consequence we feel that one or two or three people have perhaps lost their jobs unjustly, this should not keep us awake at night.

If we follow this theory, do we perhaps save our radar secrets and lose something else? And if we have to lose one or the other, our radar secrets or our ancient safeguards of freedom, which do we choose?

I would like to think that we need not lose either. I would like to think that there is enough wisdom and patriotism in our loyalty boards to protect individuals from unfair or unsupported charges and yet adequately preserve our national safety on each and every occasion when real danger threatens.

But if the boards feel that Senator McCarthy or anyone else is looking over their shoulders while they are making their decisions, there will be found in the scales of justice something besides the evidence. If you and I, serving on a board, know that we may have to appear before a Senate committee in an atmosphere of great pressure, under what amounts to cross-examination, with a television audience looking on, how judicious can we be?

I think the executive branch of our government will continue to say no to committees on this point. If the matter comes to adjudication, all our courts, including the Supreme Court, will, I think, uphold the wisdom of the executive in so doing.

There was one other matter that kept bothering me. It was certainly not an issue. It was really just a matter of phraseology. I

TOUGH

"It's a week or more of solid 24-hour work days. It's unquestioned obedience to orders. It's hard, tough, dirty, grueling. But unless you're pretty special, you don't get invited back."

That's what it's like to crew on a racing yacht. You couldn't hire anybody to do it. You couldn't possibly pay a man for it. You just let your friends beg for a chance to work like a dog. P.S. There's never any shortage of eager volunteers.

Sailing (in a hurry or not) is only one of the hundreds of sports you, too, can thoroughly enjoy in **SPORTS ILLUSTRATED**—the lively, literate, picture-packed weekly—the national weekly of sports, to be published August 16th by the publishers of LIFE. For a Charter Subscription at a Special Rate use the handy coupon below:

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Please enroll me as a Charter Subscriber at the Special Rate of \$6 for the first full year (52 issues). Start my subscription with the first issue—and bill me later, after it arrives.

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Stained old bathtub
Look a fright?
Get New Old Dutch
And get it white!

When New Old Dutch Cleanser
turns gold . . . it disinfects
and deodorizes, too!

Mothersill's

The fast-acting
aid in preventing
and relieving
Travel Sickness.

for ADULTS and CHILDREN



Toilet noise?

End all annoyance of
drip, gurgle, whistle and
waste . . . take just
2 minutes to install
modern-design tank ball.
Hardware and plumbing
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Guaranteed 10 years.

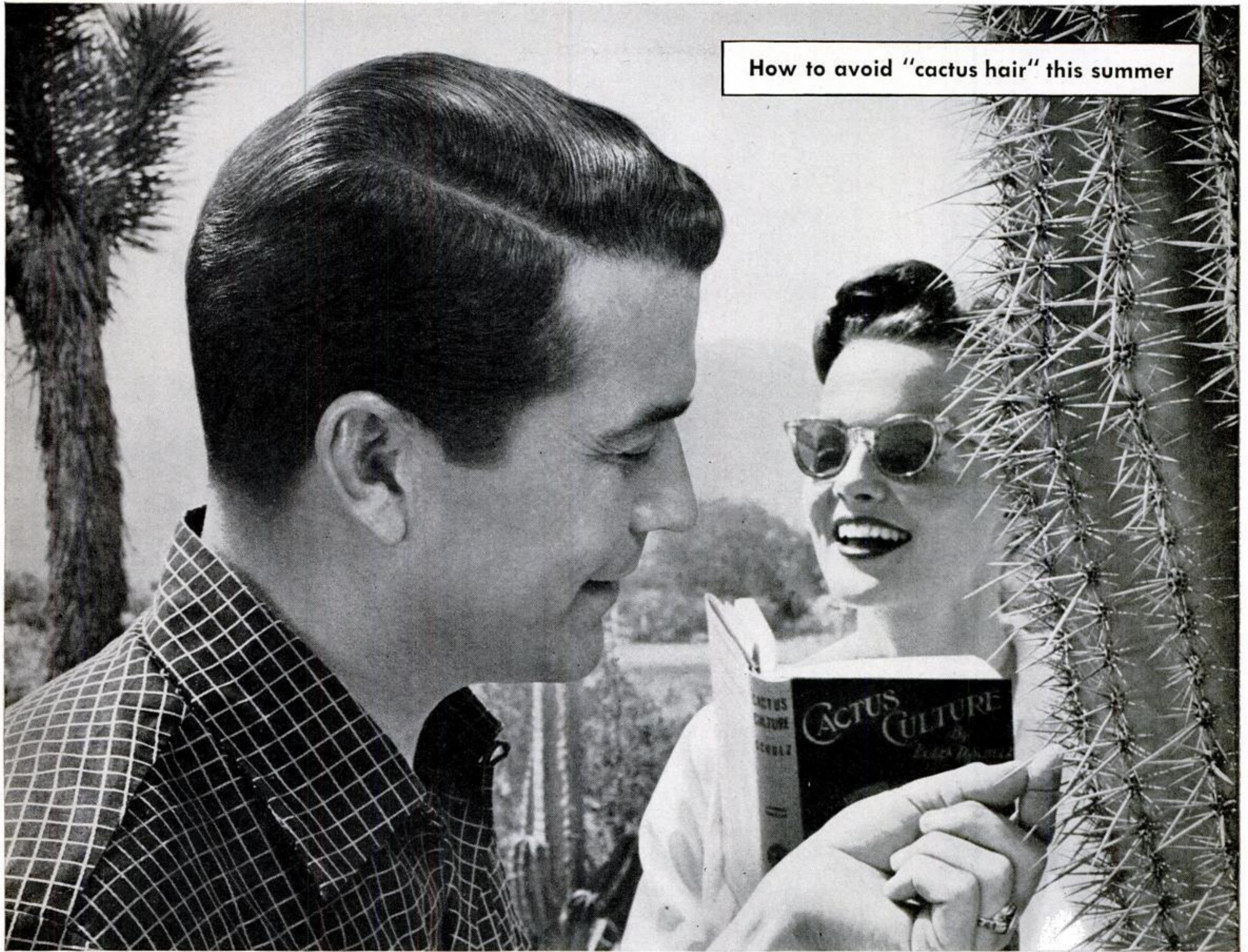
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POSITIVE
ACTION
CAN'T
MISS

FLUSH-O-MATIC

MADE BY KIRK HILL



How to avoid "cactus hair" this summer

NEW GREASELESS WAY TO KEEP YOUR HAIR NEAT ALL DAY

New Vitalis with V-7 makes even dry, unruly hair easy to manage

The gentleman above manages to keep his hair in excellent condition despite drying exposure to the great outdoors—and he does it without grease! He uses new Vitalis with V-7.

You'll find no animal, vegetable or mineral oil in new Vitalis. It keeps your hair neat with V-7, the greaseless grooming discovery.

You can use it often—even every day
Greaseless Vitalis doesn't "pile up" on your hair. So you can use it as often as you like—

even every day—yet never have an over-slick, plastered-down look.

What's more, Vitalis gives you wonderful protection against "summer dryness"—the dull, brittle hair and parched scalp that come from summertime exposure to sun, wind and water.

And tests show Vitalis kills on contact the germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can.

Try new Vitalis with V-7! You'll like it. And ask your barber for a professional application. He's an expert on making hair look its best.

Hear the Arthur Godfrey Digest, CBS Radio Network, Fridays, 8:30 P.M., E.D.S.T.

"TISSUE TEST" proves greaseless Vitalis outdates messy oils



NEW VITALIS



MESSY OILS

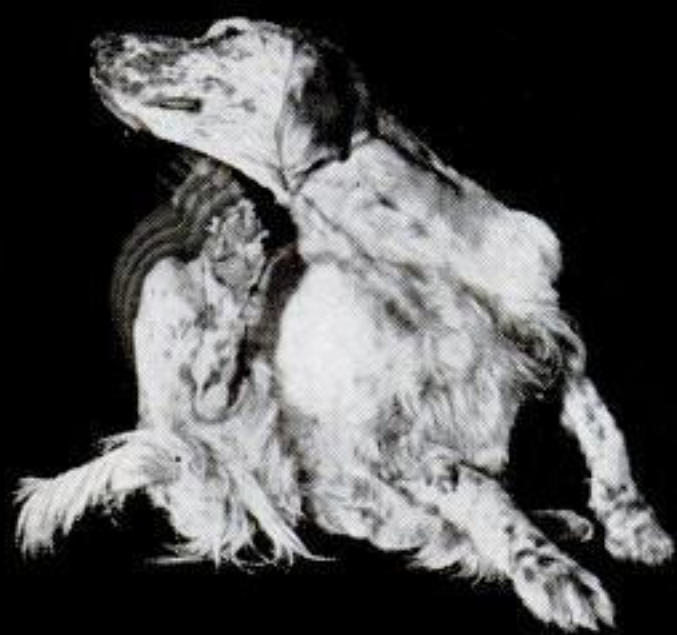
In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!



NEW VITALIS® HAIR TONIC WITH V-7

A PRODUCT OF BRISTOL-MYERS





SERGEANT'S NEW SKIP-FLEA SCRATCH POWDER

ONE POWDER
NOW STOPS ALL
THESE SCRATCHING
PROBLEMS!

KILLS FLEAS!
**CHECKS
FUNGUS!**
KILLS TICKS!
DEODORIZES!
KILLS LICE!

No need to keep several scratching remedies on hand when one powder—Sergeant's new SKIP-FLEA SCRATCH Powder—now does everything so quickly! Powerful Skip-Flea Scratch Powder kills ticks, fleas and lice, checks fungus and deodorizes, too. Try this effective new powder. It was developed by Sergeant's, the company that's been keeping dogs healthy for 77 years. Ask for Skip-Flea Scratch Powder at any drug or pet counter!

SERGEANT'S® a dog's best friend
Richmond 20, Virginia.

WELCH CONTINUED

doubt if many listeners even noticed it and perhaps my concern with it is just another proof that I am somewhat old-fashioned. I refer to the frequent use on the McCarthy side of the table, over and over again, of the words "Fifth Amendment Communist." Did my ears deceive me, or is there in these words, used as they are, a connotation of opprobrium attaching to a provision of our Constitution? Are some of us beginning to wish, or being led to wish, that we had no Fifth Amendment?

Every schoolboy knows, but perhaps some of us older folk have forgotten, that the Fifth Amendment is part of the Bill of Rights, which our founding fathers added to the Constitution as insurance against a government turned arbitrary or tyrannical. It is quite an eloquent document, this Bill of Rights, and it would do us no harm to re-study its brave and brilliant words from time to time.

The Fifth Amendment is particularly noteworthy, for in just 108 words it provides that the government cannot seize private property for public use without paying for it; that no person can, in the most famous of its phrases, "be deprived of life, liberty, or property without due process of law"; that no person can be put to trial on any major criminal charge by the whim of some vengeful public official but only by the considered action of a grand jury of his fellow citizens; and that no defendant shall be subjected to double jeopardy or forced to testify against himself.

It is this last provision, of course, to which Senator McCarthy and his staff refer. Yet any lawyer will tell you that the Fifth Amendment was never intended to serve as a confession of guilt. It was added to the Constitution to protect the innocent. It was written, history shows, for a specific and rather unpleasant reason. Our founding fathers were familiar enough with the history of the Middle Ages to know that "justice" in that time took some peculiar forms. They knew that the formal trial of a citizen often began by placing him to torture, with someone standing by to take down that era's equivalent of a stenographic transcript of the "confession" he made in his agony. The transcript was then piously and lugubriously produced in court as proof of the poor devil's guilt.

The framers of the Bill of Rights were determined that this should never happen in this fair country of ours and in this spirit, which I can hardly find blameworthy, they wrote the Fifth Amendment. Now, to be sure, the Fifth Amendment has been resorted to in the intervening years by many rascals, by many guilty men and doubtless there are persons invoking it today who will one day be found guilty. But no matter who invokes the amendment, it stands in our Constitution as one of the guardians of our liberties. It is for all men to use. Guilt will have to be proved in other ways, not in a way reminiscent of the medieval dungeons.

It would be a pity if the net effect of these long and laborious hearings, the confusion and the travail were merely to undermine our nation's faith in the document that made the nation possible. If the phrase "Fifth Amendment Communist" has in any way eroded your faith in the Bill of Rights, read it once again, I pray you.



HOME AGAIN, with chaos of hearings happily behind him, Welch strolls in front of Old State House in downtown Boston, where his law firm is located.



"SEE IF I CARE.
NOW I CAN GET MYSELF
SOME SOUP FOR LUNCH."

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you've ever worn!

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10¢ A HANDY ROLL



TIME—the favorite magazine of groups of leaders everywhere: Executives . . . Doctors . . . Engineers . . . Clergymen . . . Judges . . . Educators . . . Officers in the Armed Forces . . . Federal, State and Local Officials—and their wives.

A man hardly ever has TIME all for himself

Odds are his pipe will still be there when he comes back.
But take no bets on the magazine. There's just no counting the women who,
first chance they get, take up the family's TIME!

*Perhaps it's because TIME talks to both the heart and the head . . .
perhaps it's because TIME brings the excitement as well as the meaning of the news . . .
perhaps it's because intelligent men and women like to share their TIME.*



HAT STYLES MADE OF WIRE INCLUDE LACY SKULLCAP (LEFT, \$40), LINED COOLIE HAT (\$35) AND A PILLBOX (\$30) WHICH IS THREADED WITH VELVET RIBBON



WIRE WEAR

Beginners bend metal to a stylish end

The blonde with the blowtorch (*left*) is Betty Smith, a fashion newcomer who, with her partner Katie John, is currently in business creating high style wire. Inspired by a wire belt which a friend brought back from Paris as a gift for Mrs. Smith, the pair spent several weeks taking lessons in jewelry making and began fashioning wire accessories for themselves which were promptly snapped up by theatrical friends such as Dorothy McGuire, Teresa Wright and the Gish sisters. The partners have now taken a name, "Haywire," and in a tiny New York workshop are turning out metallic hats, belts and handbags. Using copper wire which is later plated with gold, they make each of the pieces by hand, a process so painstaking that they can complete only three or four in a good day.

AT WORKTABLE Mrs. Smith wears checked coveralls and an incomplete hat while soldering another.

CONTINUED ON PAGE 113



It takes railroads to turn blueprints into homes by the million!

What's your dream of a home? A neat city apartment . . . a cottage on a hill . . . an architect's masterpiece designed just for you? Whatever it is, the railroads will play a big part in making that dream come true, because railroads carry just about everything that it takes to house Americans.

Bricks and mortar, lumber and nails, and all the other things required to build a house would not be available in sufficient quantity if America didn't have the necessary transportation. And basic to all transportation, and

doing by far the biggest share of the job, are the railroads.

Moving more tons more miles than all other forms of transportation put together, the railroads make it possible to have not only homes but also food, clothes, cars and everything else in an abundance found nowhere else in the world. That's why railroads are so essential to your good living. That's why, too, the progress being made today on America's railroads will bring you and your family even better living tomorrow.



THE RAILROADS . . .

- Move an average of one ton of freight ten miles, every day, for you and for every man, woman, and child in America.
- Carry freight at a lower average charge than any other form of general transportation.
- Have spent more than 9 billion dollars of their own money on new equipment and facilities since the end of World War II —for better and more economical service.

Association of American Railroads
WASHINGTON 6, D. C.

GOOD RAILROADS AND GOOD LIVING GO TOGETHER!



A salad such as you see here
 Goes best with Pabst Blue Ribbon Beer
 For Pabst gives food an extra flair—It's the



Finest Beer Served...Anywhere!

Tasty shrimp, crisp lettuce, juicy tomato slices... take on new pleasure when you serve them with smooth, satisfying Pabst Blue Ribbon! Here is the *one* beer whose distinctive flavor brings out the best in foods. For a new experience in beer drinking pleasure, enjoy the beer brewed with Blue Ribbon ingredients—world famous Pabst Blue Ribbon!



What'll You Have?

FOLLOW PABST BLUE RIBBON BOXING BOUTS... EVERY WEDNESDAY NIGHT ON TELEVISION... CBS NETWORK. Copr. 1954, Pabst Brewing Company, Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.

Who will write on football for SPORTS ILLUSTRATED?



IN more than twenty years as a football player, a professional wrestler, and as a coach at Wake Forest, North Carolina, Army, and Yale, jovial, tanklike Herman Hickman of Tennessee endured such barrages of knees, elbows, heads and feet as have seldom been directed against the human torso.

HE has not dented—not so much because he weighs 326 pounds and is constructed almost completely of gristle, but because of the internal pressures generated by one of the most delightful personality conflicts of all time.

HICKMAN is not only one of the few 326-pound All-American guards but is also one of the few 326-pound poets practicing today. He is also a student of early American history, a cook (who often spends a morning over a hot stove pickling pears), one of the vastest trenchermen of the 20th century ("I'll eat anything that doesn't eat me"), and an orator with the bent and the ability to loose off whole grandiloquent pages of Shakespeare, Kipling, and obscure Grecian bards.

AS a professional football player (The Brooklyn Dodgers) and a professional wrestler (300 bouts), Hickman spent hours with a group of literary pals he later organized into the Village Green Reading Society—whose members wear red baseball caps, and numbered jerseys while reciting verse. Two years ago he quit coaching for TV, a daily radio program, speechmaking, and writing.

HICKMAN is, in a word, a sort of vast and portable arena in which those chromosomes inherent in his awesome thews contend eternally with those inherent in the Hickman brain.

IT is a conflict which has made him, among other things, a mighty student as well as a mighty practitioner of football and a story teller of wondrous virtuosity—gifts he will demonstrate for a new public this autumn as a football writer for SPORTS ILLUSTRATED.

SPORTS

ILLUSTRATED

First issue out August 16th



EVENING BAG of wire circles (\$30) has a black velvet lining, link shoulder strap. These wire accessories look best when worn with an all-black outfit.



HEAD BAND in abstract leaf patterns (\$12.50) can be bent to clamp securely to the wearer's hair.



COCKTAIL BELT (\$35), also in leaf design, is made of two curved sections with hinge at side. Not adjustable, it must be made to wearer's measurement.

For larger cuts, burns, abrasions...



use the dressing your doctor uses...



because it's sterile at the moment of use



Johnson & Johnson

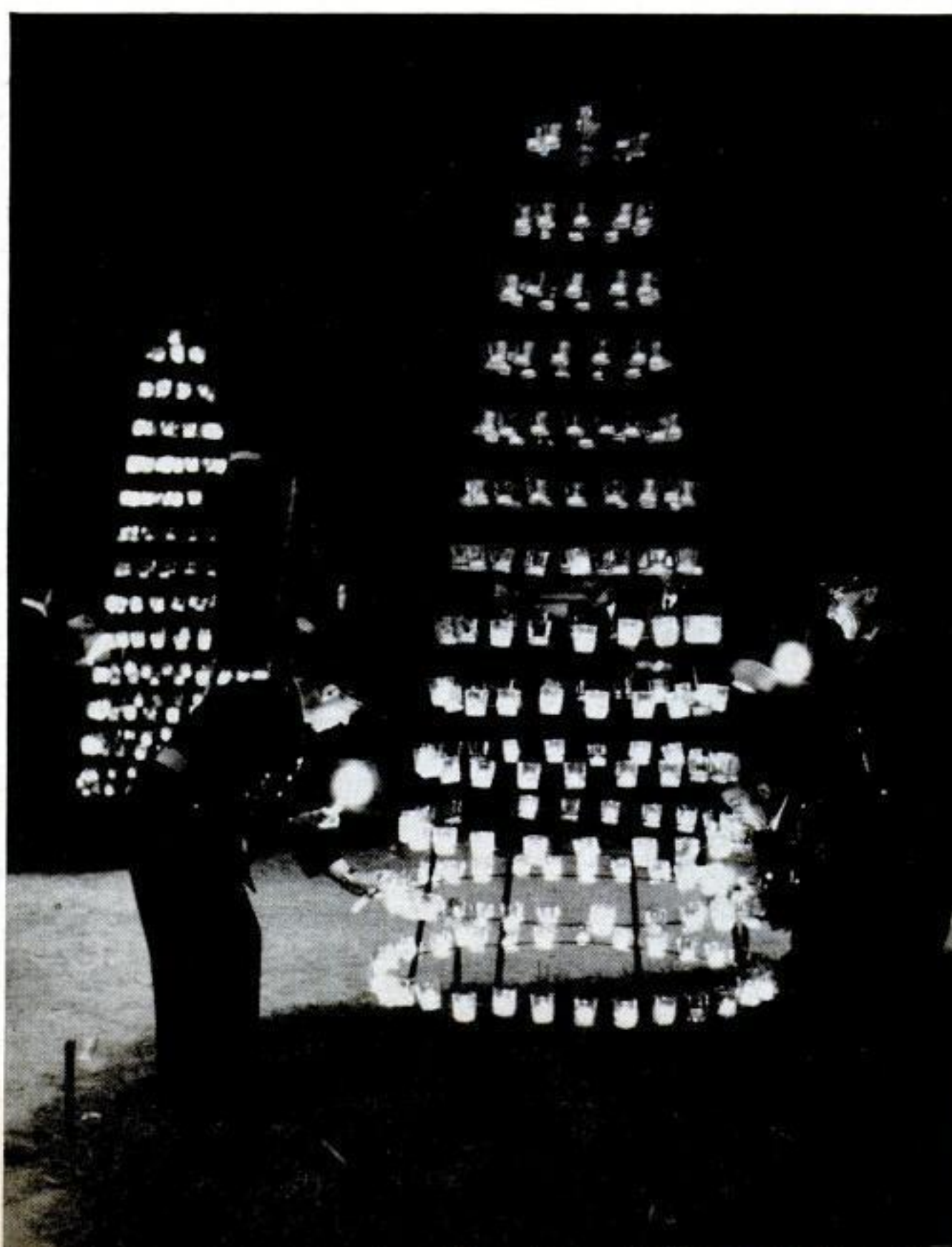
No connection whatever with American National Red Cross

Life's Party



A WATER SHOW like those held at court in 18th Century was run on artificial lake using French army assault boats decked with lanterns for the ball.

TREES OF LIGHT are lit by firemen from nearby Versailles to illuminate gardens. Cottage interiors were lighted with generators lent by the army.



A Ball in a **MARIE ANTOINETTE'S**

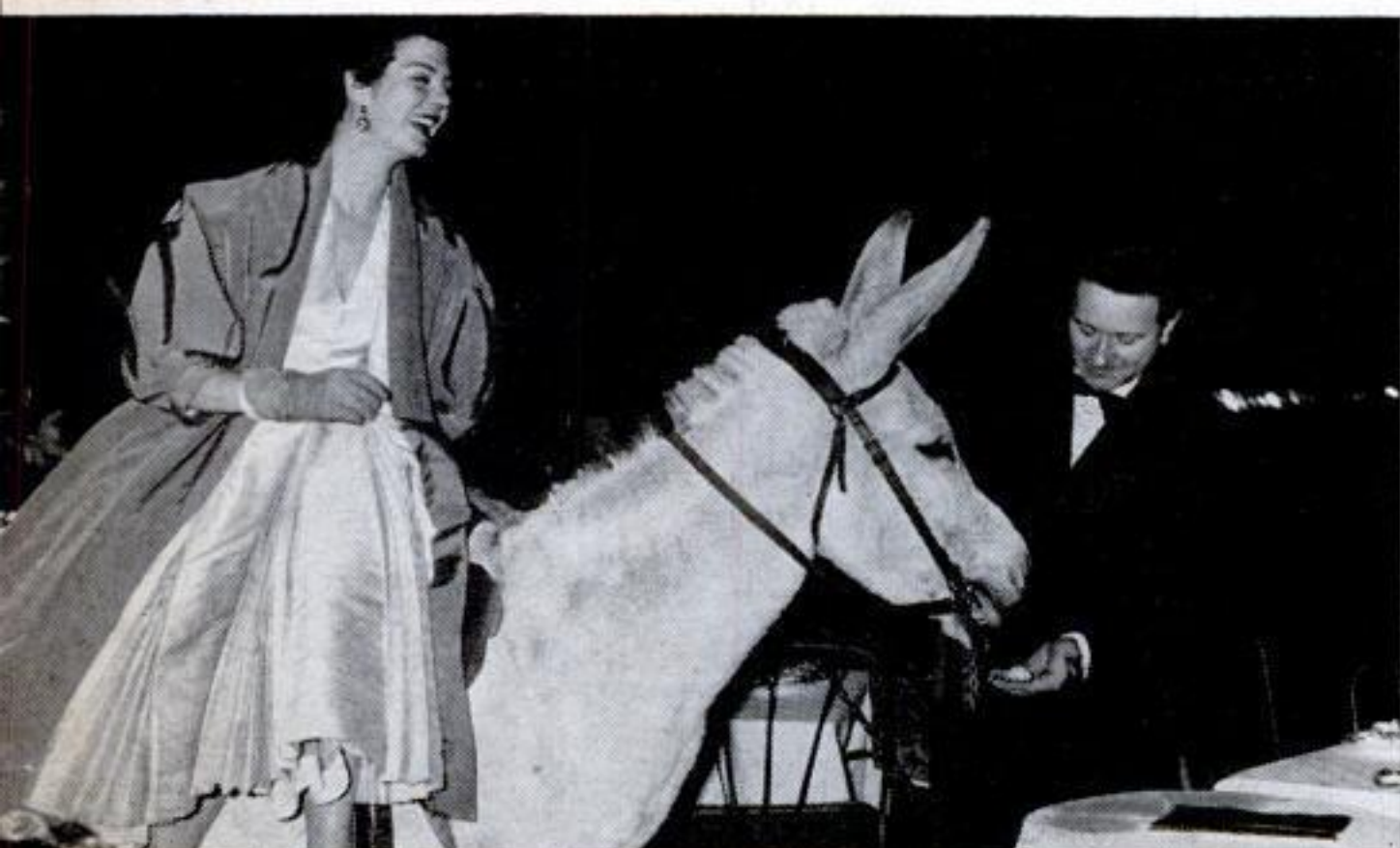
The make-believe world that was built for Queen Marie Antoinette near the Petit Trianon in the vast gardens of the royal palace at Versailles was an imitation of a French peasant village. In this rustic refuge the queen and her court ladies used to play at being milkmaids, milking carefully scrubbed cows into decorated porcelain jugs, or herding sheep on leashes of blue silk. Last month the hamlet had its first party since 1811, when Napoleon gave a huge affair to honor his wife, Marie Louise of Austria. Some 2,000 elegant guests, led by the wife of French President René Coty, crowded into the village gardens to attend a benefit ball. For a few hours some of the gaiety of the life at Marie's court was restored. Though nobody tried to milk a cow, the guests rode donkeys and sipped champagne while a stately water pageant sailed the artificial lake and a final blaze of fireworks illuminated the royal cottages.



Queen's Play Town

'FARM' REVIVES FOR ONE NIGHT

"RUSTIC" setting amid farm buildings lit for occasion, is reflected in 18th Century lake. The guests dined at tables set up on the lawn beside the pond.



RIDING A DONKEY young Mlle. Martine Marval takes a short jog to the Temple of Love, the stone bower designed for Marie Antoinette in 1778.

COLD GUEST, American Anthony Bliss, warms his hands at an army field stove. These were scattered around the grounds to fight off the night chill.



CONTINUED ON NEXT PAGE



A weary lookout takes a "Coffee-break"

The night of vigilance ends. The Coast Guardsman stands lookout, face lined with the strain of his long watch. Then, from a hatchway, comes a friendly voice: "Bet you can use a cup of coffee!" — and the answer is a grin. Coffee! You can really feel its bracing warmth — the cheering lift in every steaming cup. Coffee! Nothing has that flavor, and

for only pennies a cup. During your day, too, "bet you could use a cup of coffee." Enjoy coffee often — and make coffee right. Use 2 level tablespoons (or 1 Standard Coffee Measure) to every cup. Give yourself a "Coffee-break." Think better, work better, feel better. PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, New York

Tomatoes 'n peppers
pickles 'n spice,
Simmered together
'n blended just nice.
Soon as you taste it
You'll love it because
it's the

real home-made kind!

**Bennett's
Chili Sauce**

Mmm! mouth-watering
flavor-magic on meats,
poultry, sea food ...
and in cookery too!

Betcha!

say Bennett's is as good
as any "home-made"
chili sauce you've tasted.
If not—send us the
neck-label and we'll
return retail price
plus your postage.

Guaranteed by
Good Housekeeping

New CHRIS-CRAFT SEA SKIFFS



Roomy 26-foot Sea Skiff—priced from \$3750

Chris-Craft's new Sea Skiffs are fast, dry and seaworthy ... with rugged round-bilge, lapstrake construction for easy handling, smooth riding! Choose from seven husky models, 18' thru 35'; wide choice of engines, 60 to 260 h.p. See your dealer or write factory today for FREE brochure. Price quoted f.o.b. factory, subject to change without notice.

SEA SKIFF DIVISION
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**"MELT
CORNS
AWAY"**

Medicated
liquid Gets-It
dissolves even
toughest corns
painlessly. Don't
suffer! Get
it today.

**GETS-IT
LIQUID CORN
REMOVER**

HOW TO LOSE WEIGHT WITHOUT STARVING

Let Ann Delafield show you. This famous nutrition authority has successfully reduced more men and women than any other expert in the world. Her plan is the easy, natural way to reduce. No drugs. No starving. No calorie counting. You follow generous menus (with steak and cake), you get tasty wafers for between-meal hunger, and protective vitamins. The Ann Delafield Reducing Plan For Women, with 30-day supply of wafers and Vitamins, costs \$6.95 (repeat package \$5.95). The Delafield 10-Day Plan for Men costs \$3.50 (repeat package \$2.50) at Rexall Drug Stores everywhere.

Versailles CONTINUED



A MARQUISE, Carol de Portago, U.S.-born wife of Spanish noble, debarks from barge in water pageant. All gowns for pageant were by Pierre Balmain.



THE PRESIDENT'S WIFE, Mme. René Coty, arrives clutching a mink stole. At left are benefit organizers, Mmes. Lydie Sarraut, Yvonne Barragué.



U.S. AMBASSADORS, old and new, were in same party. Standing is David Bruce, now a special envoy. Seated, right, is Ambassador C. Douglas Dillon.

CONTINUED ON PAGE 119



“Snap-Open” a pack of Philip Morris and enjoy more rare vintage tobacco



JOIN the millions who now agree the new, exclusive PHILIP MORRIS “SNAP-OPEN” pack is the fastest, easiest-opening pack in the world. It closes neat and clean . . . keeping tobacco from pocket or purse . . . and guards the full flavor of the vintage tobaccos. For PHILIP MORRIS . . . both King Size and Regular . . . contains

more rare vintage tobacco than other leading cigarettes. According to U. S. Government standards tobacco like this is truly rare . . . truly mild. It is this vintage tobacco . . . plus our modern research . . . that pays off in hearty flavor and fine, full aroma for you. Pick up a carton of PHILIP MORRIS today.

ZIP the tape!



SNAP it's open!



PRESTO it closes!



CALL FOR PHILIP MORRIS

America's Vintage Cigarette . . . KING SIZE or REGULAR . . . America's Finest Cigarette



Millions and millions and millions love Kool-Aid . . . and you will, too!

Kool-Aid... 5¢ package makes two quarts



© 1954 PERKINS PRODUCTS CO.

Kool-Aid is America's favorite drink in an envelope

ANOTHER FINE PRODUCT
OF GENERAL FOODS



LANGUID PARTNER, Danielle Lamar dances with Versailles official Pierre Serre. She once played at New York's Latin Quarter, doing a singing strip tease—behind a screen where the audience could not see her (LIFE, July 14, 1952).

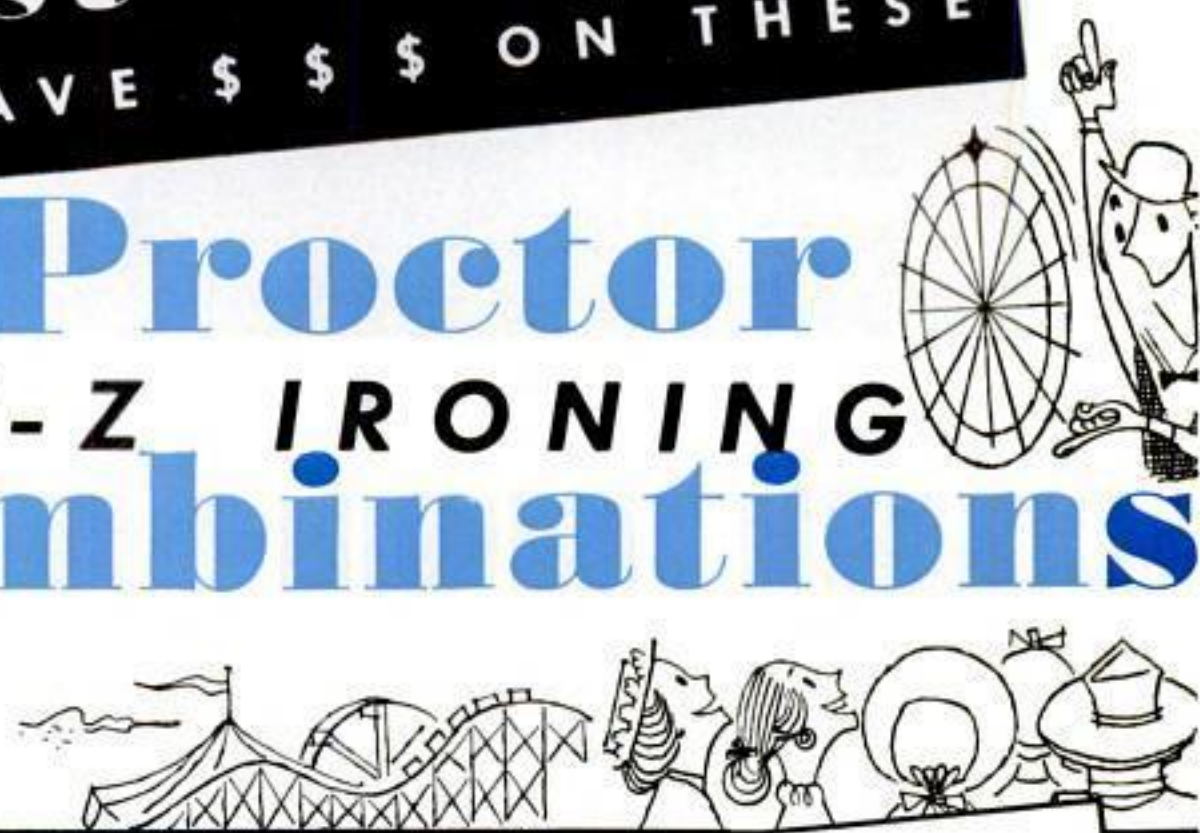
Last Chance

TO SAVE \$\$\$\$ ON THESE

Proctor

E-Z IRONING

Combinations



Proctor all-new **HI-LO[®]** ADJUSTABLE ironing table

PLUS

Zedalon[®]
miracle-fabric
cover and pad

SAVE \$295

Table	\$14.95
Pad & Cover	4.95
Regularly	\$19.90
LIMITED TIME ONLY	

\$16⁹⁵



Opens and closes in one easy motion! Extra-sturdy—won't wobble or tip! Extra-handsome—all-steel with chrome legs!

Easy-shift wheels let you keep your seat. No getting up or stretching to reach the ends. Just r-o-l-l the table. So easy!

Swift, easy ironing whether you stand or sit! One-finger adjustment raises or lowers table instantly from 24" to 36" high.

MIRACLE-FABRIC Zedalon
OUTWEARS COTTON 5 TO 1!

Even more scorch-resistant than asbestos-type. Complete with stay-smooth pad.



THRIFT SPECIAL

Thrift Table	\$12.95
Deluxe Pad & Cover	2.95
Regularly	\$15.90
LIMITED TIME ONLY	

\$13⁹⁵

PROCTOR

THE APPLIANCE NAME YOU CAN TRUST

3rd and Hunting Park, Philadelphia 40, Pa.



TWISTED IN TRIPLICATE

The triplet daughters of Martin Nudelman, a paint store manager of Ozone Park, L.I., are used to their look-alike existence and to doing almost everything side by side. As babies they were fed in assembly-line fashion, a spoonful each in succession. Now, at 6, they sleep in three little beds, all in a row. But even though they often prance together

in front of a 12-foot-long mirror in their bedroom, they were unprepared for the surprise that greeted them during a visit to Palisades Park in New Jersey. There Photographer Benn Mitchell recorded their delight as Nancy, Lynn and Ellen (*above*), reflected in an amusement park mirror for the first time in their lives, saw themselves twisted in triplicate.

New short drink that's long on satisfaction...

The new Calvert "Lo-Ball"!

Tastier! Less filling! Smoother going down!

ASK THE MAN behind the bar to serve you the new flavor-rich Calvert "Lo-Ball"... and join the millions who are switching to this tastier, less-filling drink.

HERE'S HOW you can make this new *short hi-ball* at home: *Pour a generous jigger of Calvert Reserve over two ice cubes, add a splash of your favorite mixer. Trim with twist of lemon peel if you wish. Use the specially designed "Lo-Ball" glass*

illustrated, or any Old Fashioned glass.

BUT REMEMBER, it's the Calvert that makes this drink so satisfying, so smooth going down!

How to Make Better Gin Drinks

Make your tall gin "coolers" with Calvert Gin — and enjoy the dryer, more delicate flavor that only Calvert Gin can give them. For smoother whiskey or gin, COMPARE AND YOU'LL SWITCH TO CALVERT!



Calvert

WHISKEY  GIN

Have them both when folks drop in!



While they last!

4 Handsome "Lo-Ball" Glasses
with your initial hand-carved!
(\$2.38 value for only \$1.00)



- Top-quality, crystal-clear glasses—each beautifully hand-carved with your initial.
 - Each set accompanied by easy-to-make recipes for popular drinks.
 - The new smart way to serve Old-Fashioneds, "Martini on the Rocks", etc., as well as the Calvert "Lo-Ball".
- Thousands have already taken advantage of this amazing opportunity. Mail coupon today. Supply is limited.

FILL IN THIS COUPON, TODAY!

PLEASE SEND ME _____ sets of 4 Calvert "Lo-Ball" glasses and recipe folder. I enclose \$_____ to cover cost of glasses and mailing. (Enclose \$1.00 for each set. Limit of 3 sets.)

My initial, to be hand-carved on glasses, is _____
(One initial only)

Name _____
(Please print)

Street _____

City _____ State _____

Mail to Calvert, Box 5068-Z, Chicago, Ill.

(Offer void if taxed, prohibited, or otherwise restricted by state or municipal laws. Limited to U.S.A., its territories and possessions. Delivery of glasses takes two to three weeks. Offer expires Nov. 1, 1954.)

BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLED LONDON DRY GIN, 90 PROOF, DISTILLED FROM GRAIN. CALVERT DISTILLERS CORP., N.Y.C.



JOANNE: "We took our 30-day Camel mildness test together—and made the wonderful discovery that Camels are really mild, with a flavor other brands just don't have!"

JOHN: "Camels have a richness and mildness all their own. I know—I've tried all the leading brands. Camels are our brand now!"

Lovely Hollywood star Joanne Dru and her actor-director husband, John Ireland, like so many husbands and wives all over America, prefer the cigarette that's a *must* in the most homes, Camel!

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

for Mildness...for Flavor...

Camels agree with more people than any other cigarette!



CAMELS LEAD BY RECORD 50⁸/₁₀%!

Latest published figures* show Camels now lead second-place brand by the biggest margin in history—a record vote of confidence!



CAMELS' lead over 2nd brand now increased to 50⁸/₁₀%

● Doesn't it make sense to see for yourself why the people's confidence in Camels grows and grows! You'll see how well Camels agree with you when you make your own 30-day Camel test. Smoke only Camels for 30 days. Let the cool mildness and rich flavor of Camels' costly tobaccos convince you *nothing can match Camels for pure pleasure!*

*By the leading industry analyst, Harry M. Wooten, in *Printers' Ink*, 1954